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THE
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Jughead

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JUGHEAD NO. 1 AUGUST



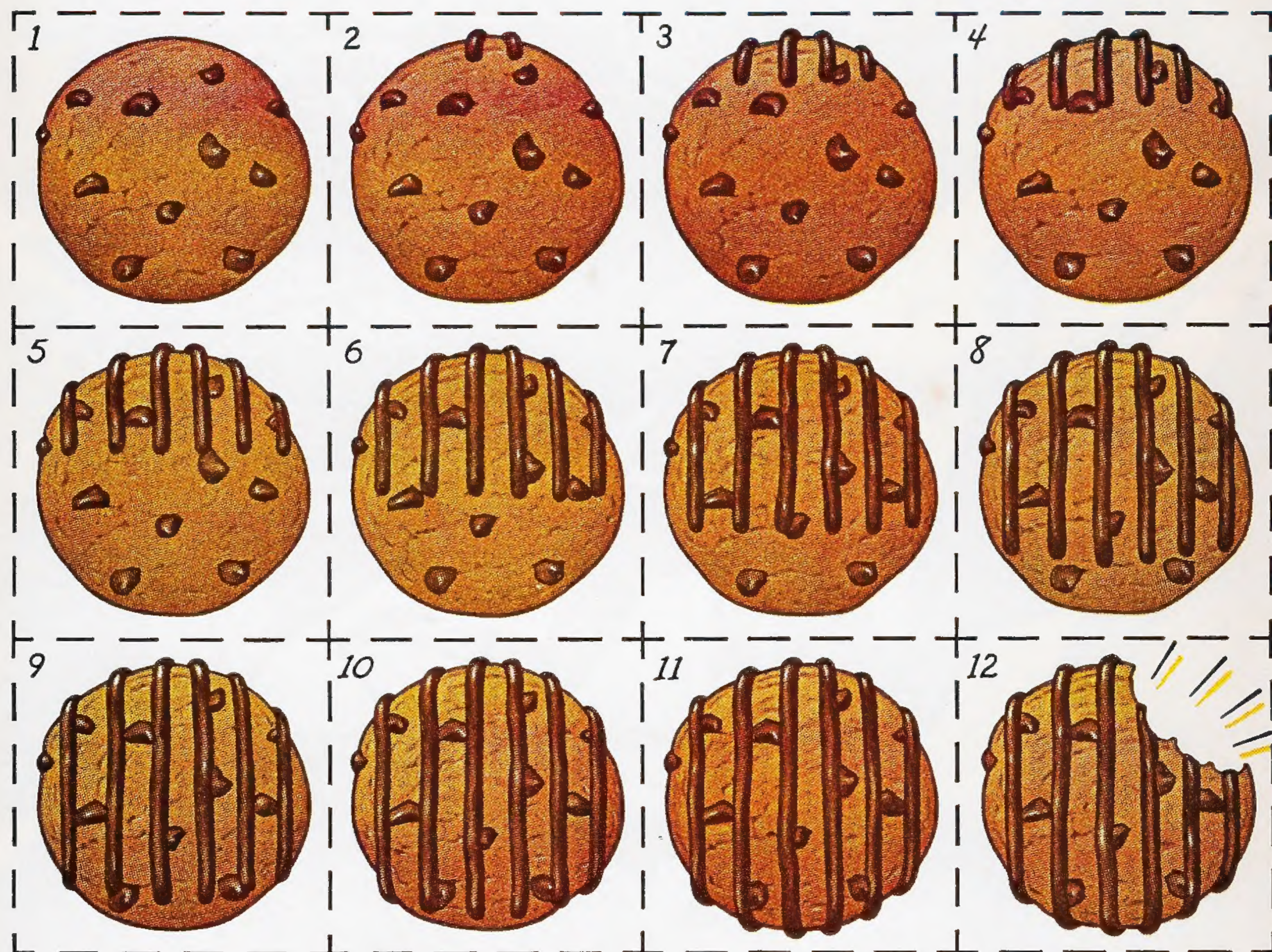
Archie comics
45TH
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45 YEARS OF GREAT
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HERE COMES THE FUDGE

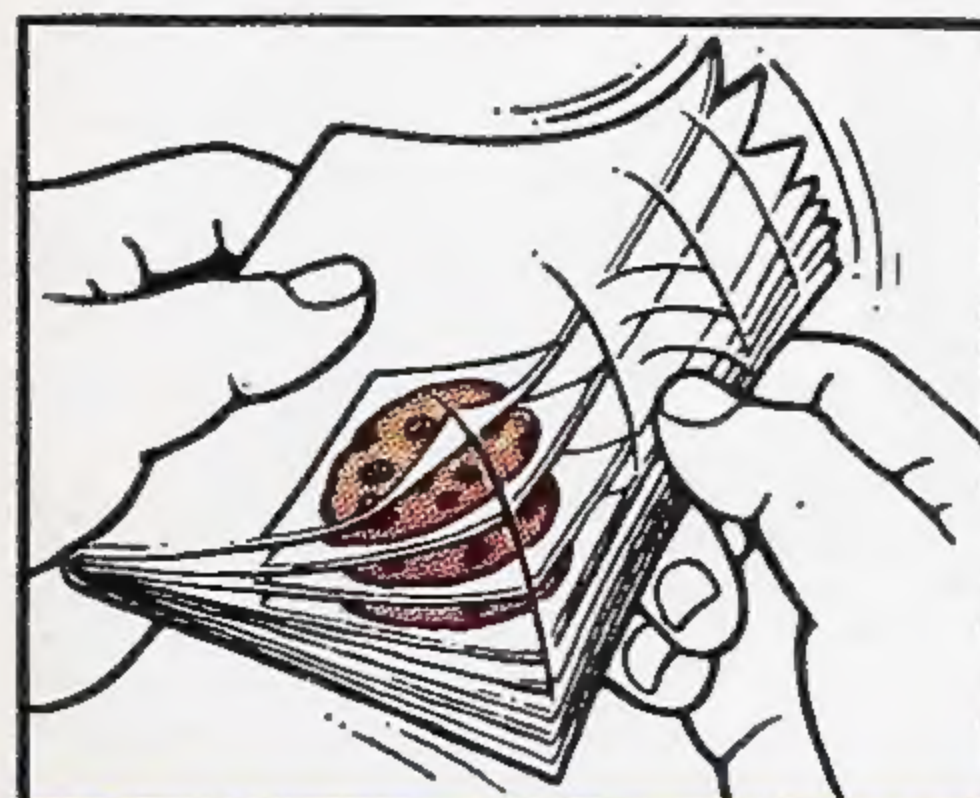
Introducing

Striped Chips Ahoy!

Chocolate Chip Cookies



**SIX FUDGE STRIPES ON THE FRONT.
ONE TREMENDOUS STRIPE ON THE BACK.**



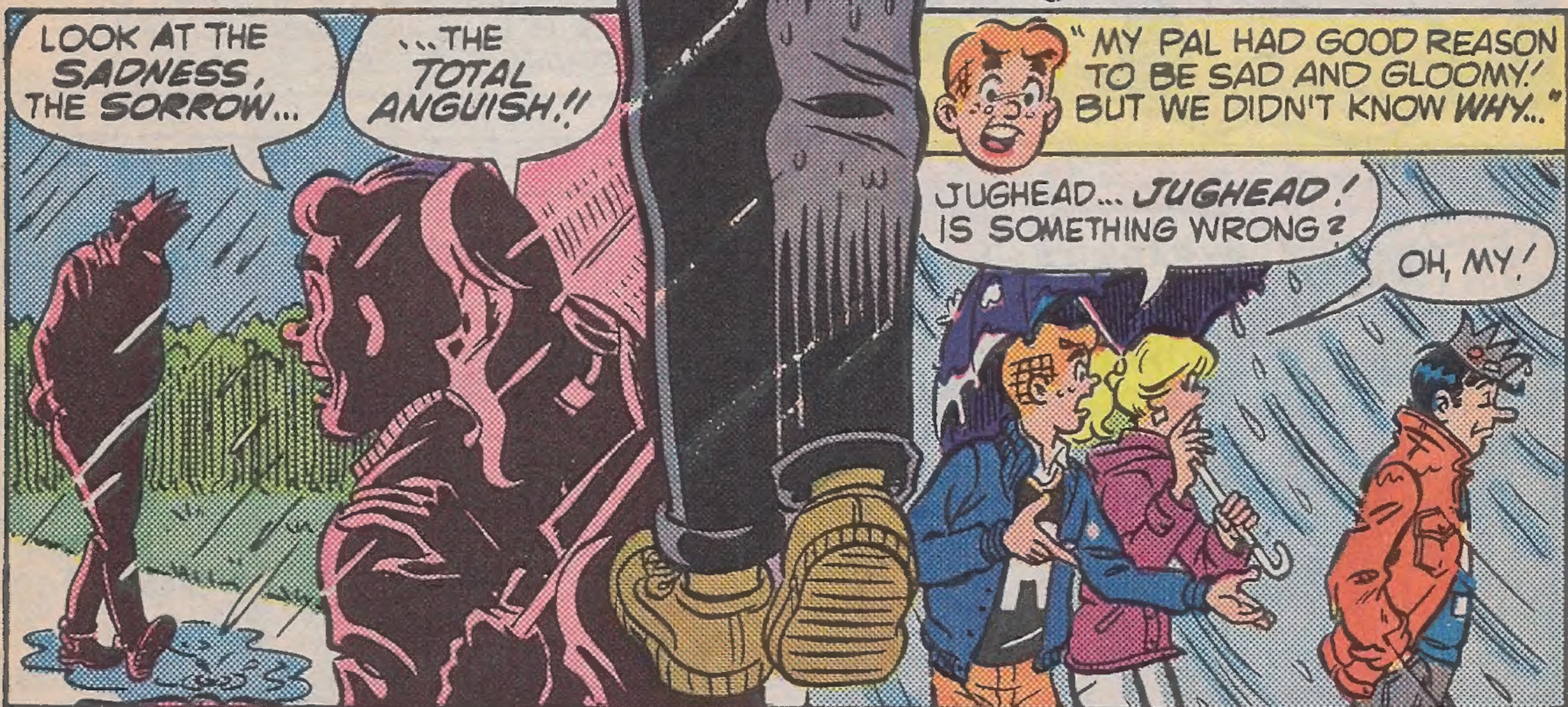
**MAKE YOUR OWN
FLIP BOOK!**

THERE'S ORIGINAL, CHEWY
AND NOW NEW STRIPED
CHIPS AHoy! CHOCOLATE
CHIP COOKIES. TO SEE HOW
CHIPS AHoy! FUDGED UP
THEIR COOKIES: CUT OUT
SQUARES. PASTE EACH ONE
ON A 3" X 5" CARD IN THE
LOWER RIGHT-HAND
CORNER. PUT CARDS IN
ORDER AND JUST FLIP!

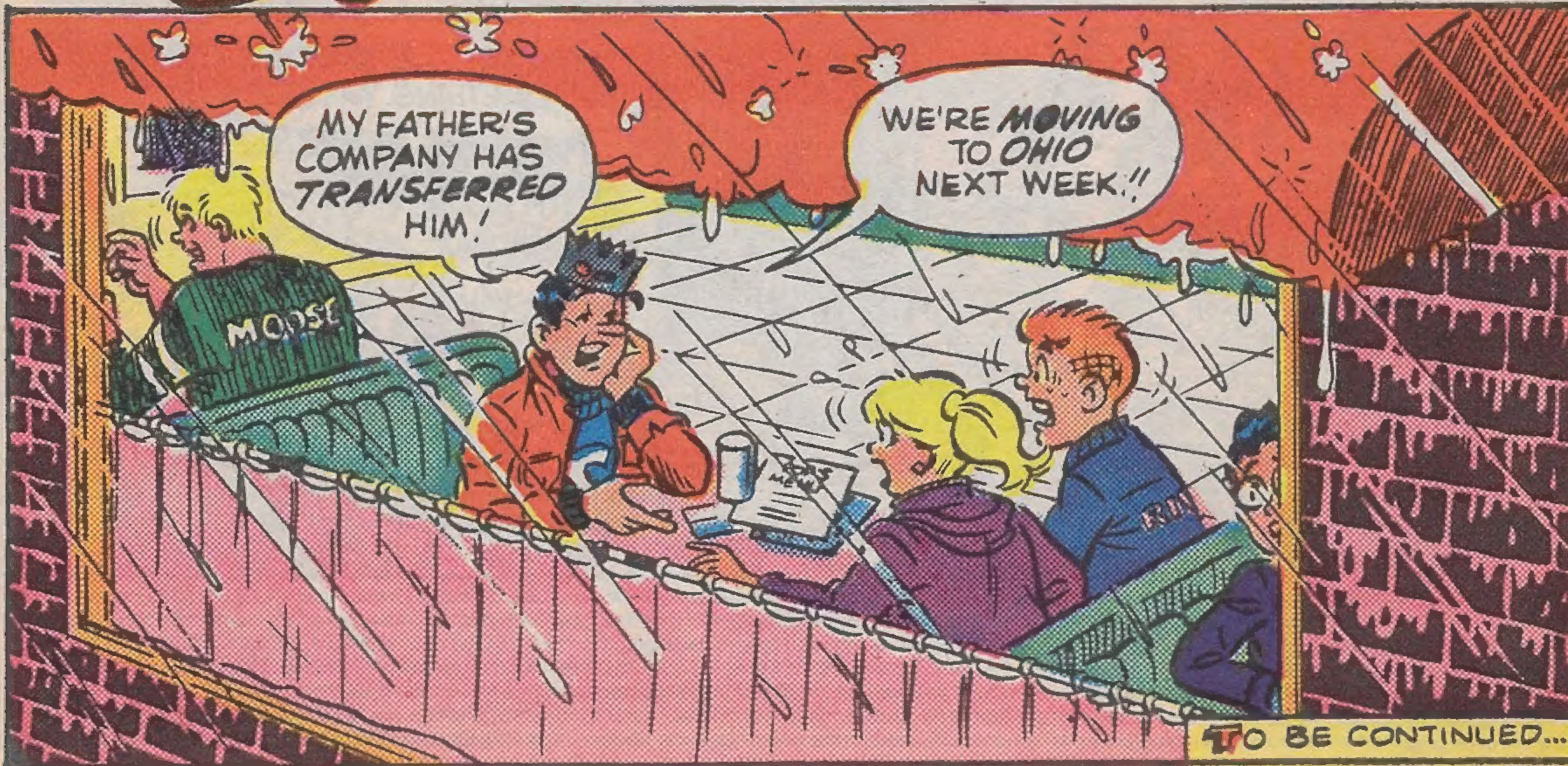
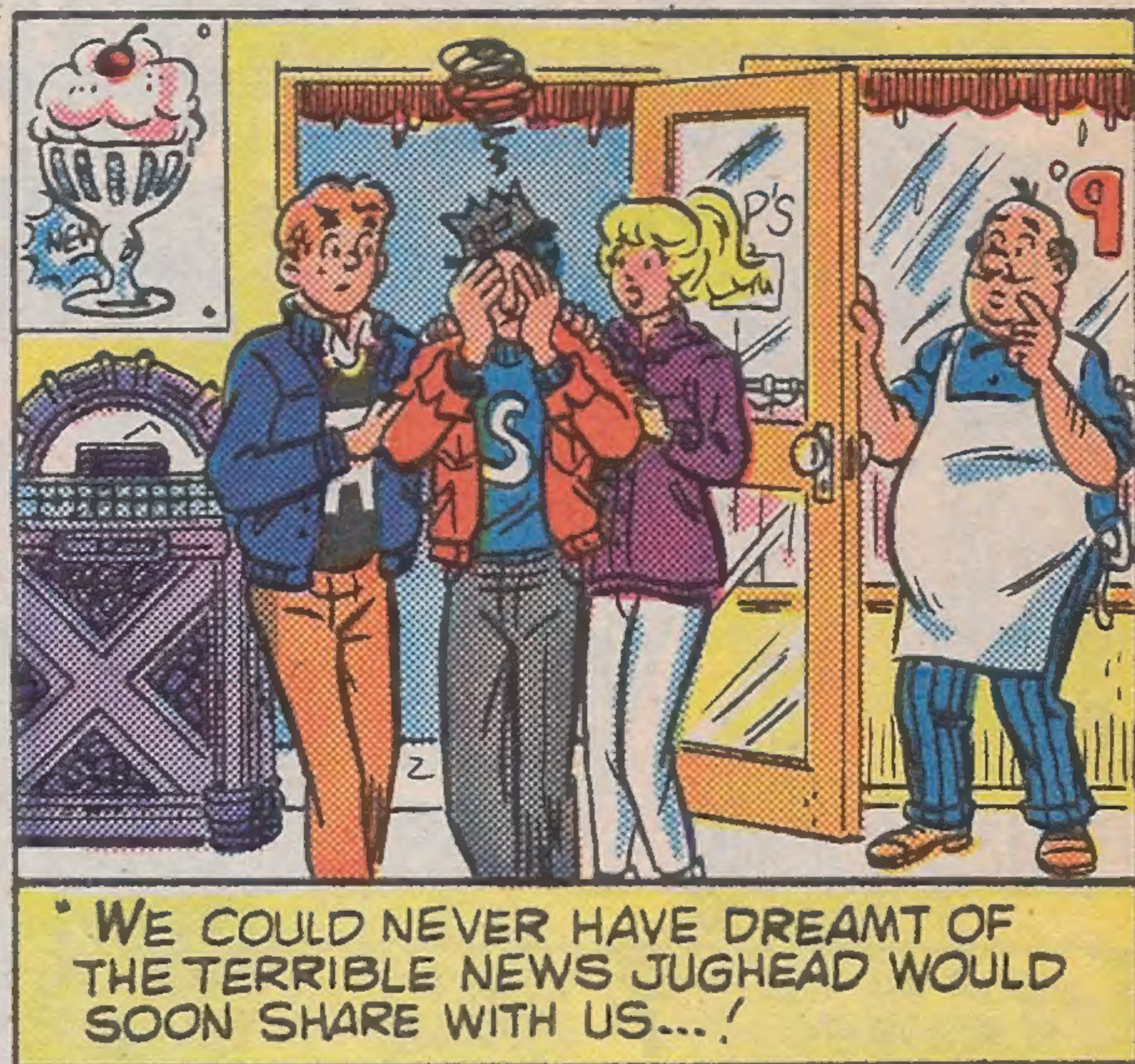
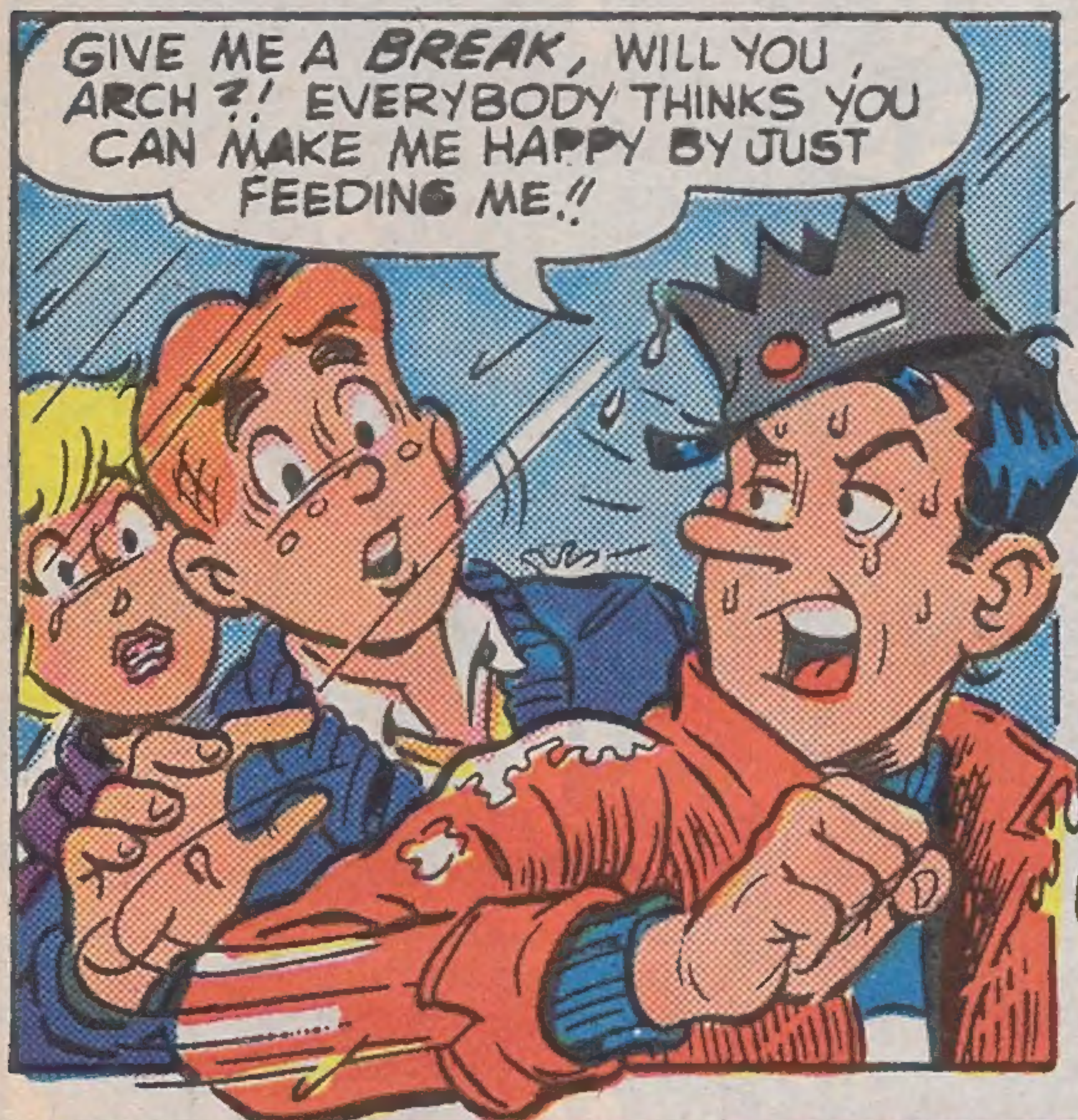
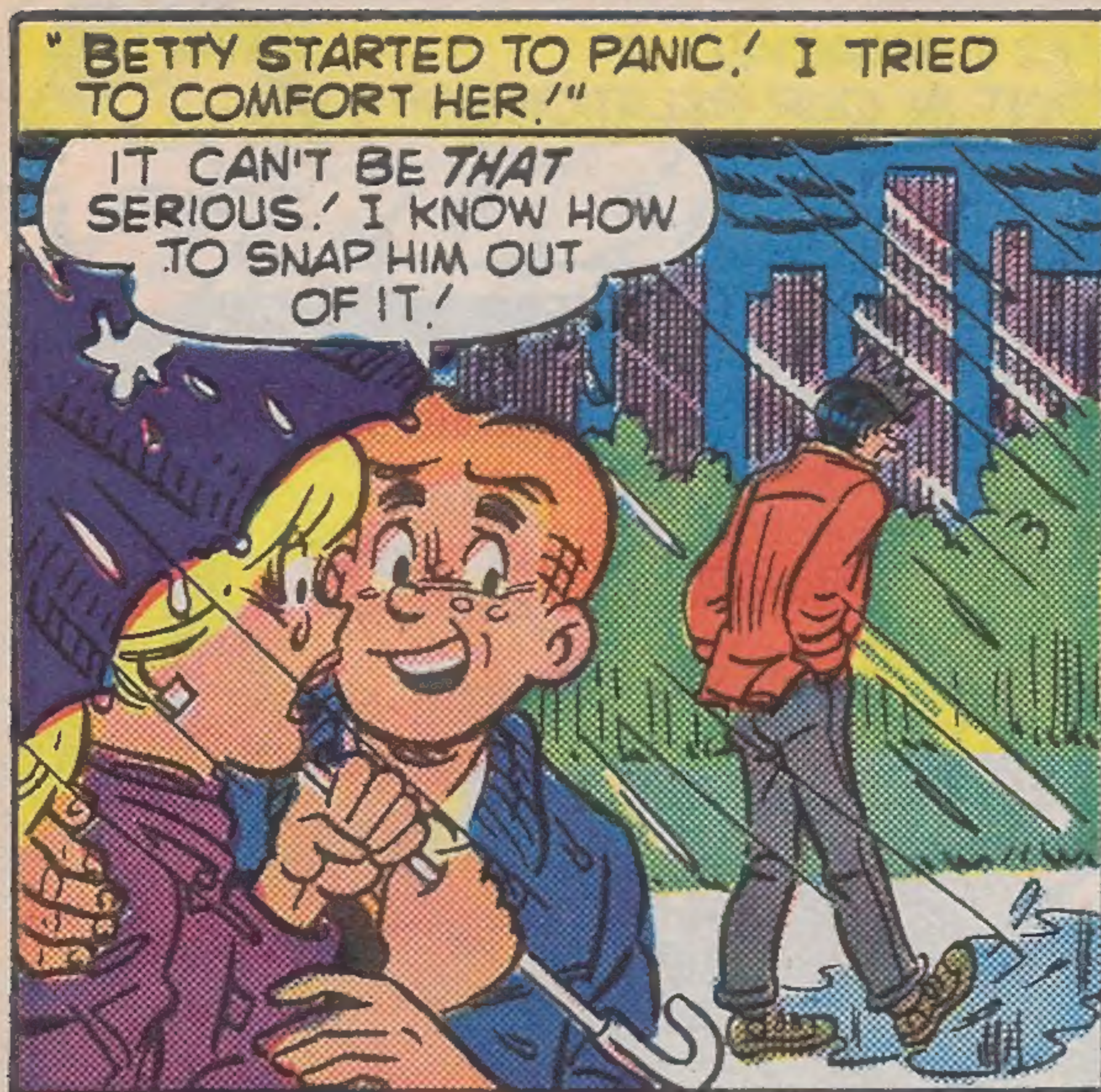


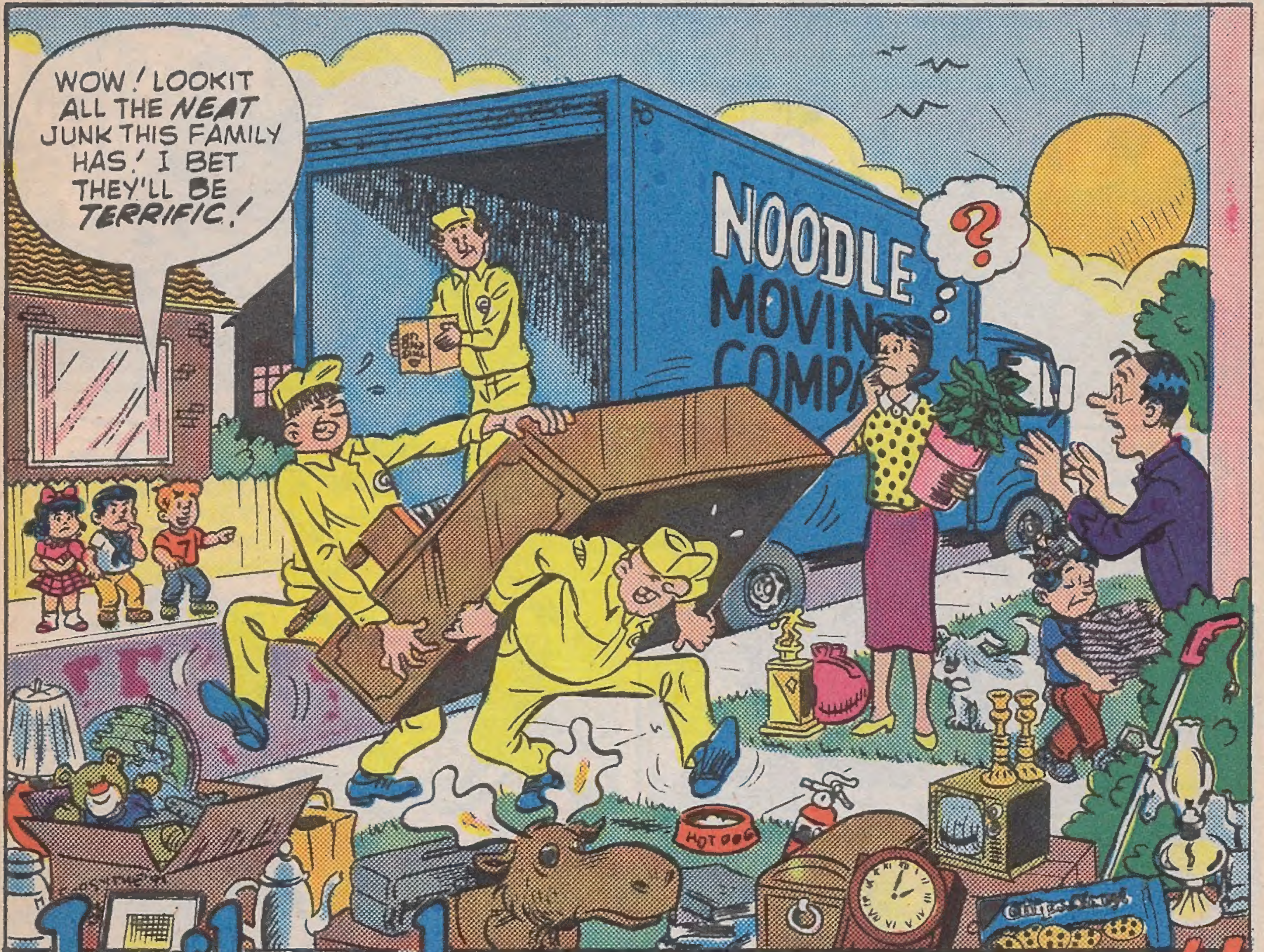
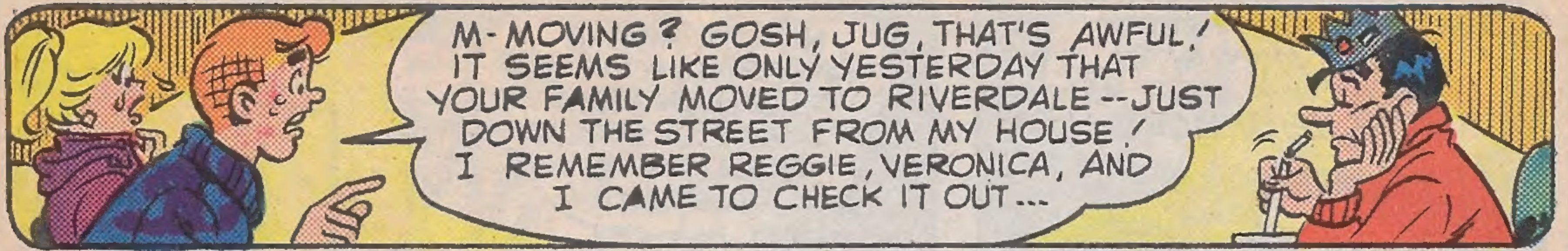
BETCHA BITE A STRIPE!

"MY FRIEND, JUGHEAD, AND I REACHED A CATAclysmic TURNING POINT IN OUR RELATIONSHIP ONE SPRING DAY, AFTER SCHOOL ...!"



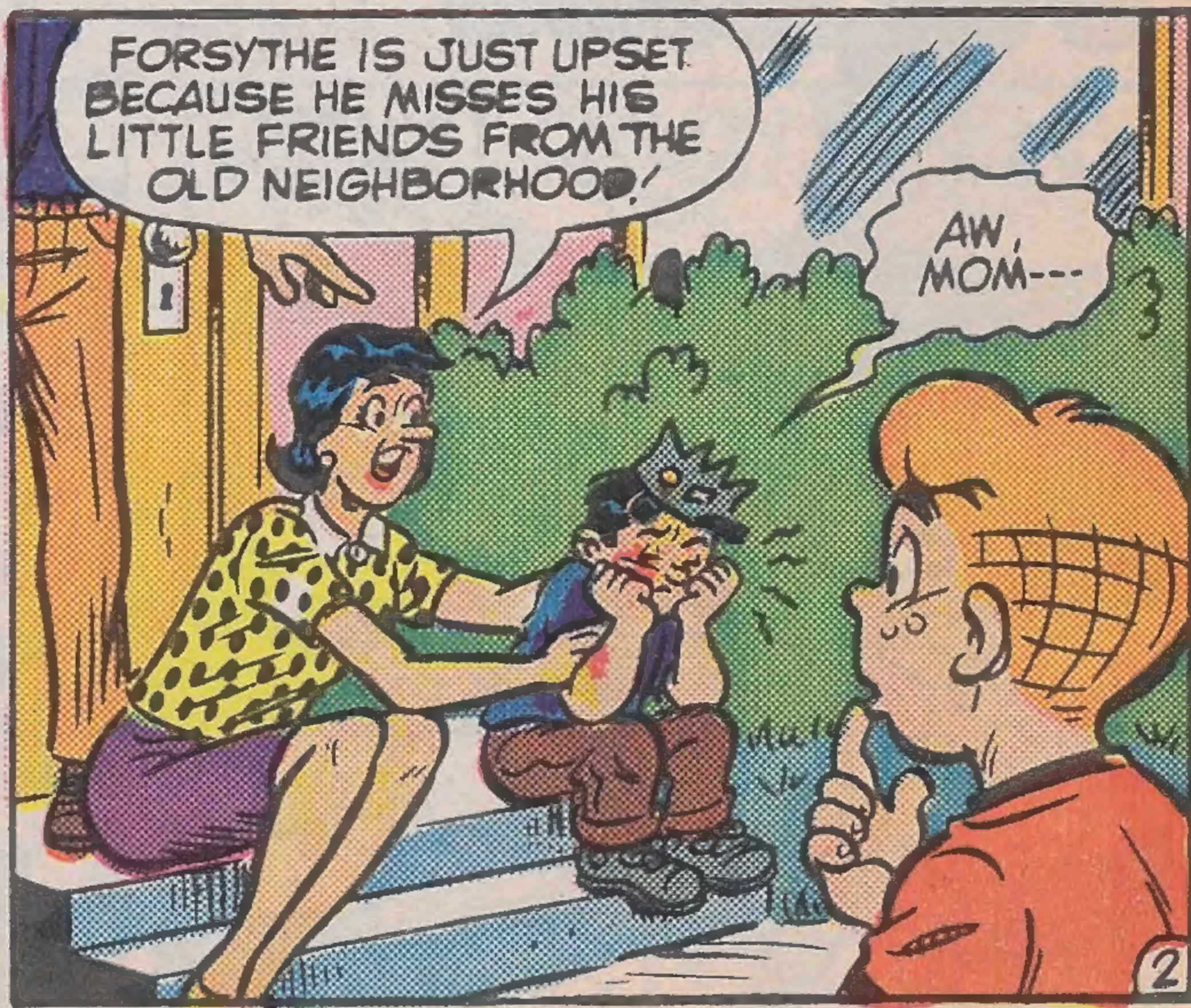
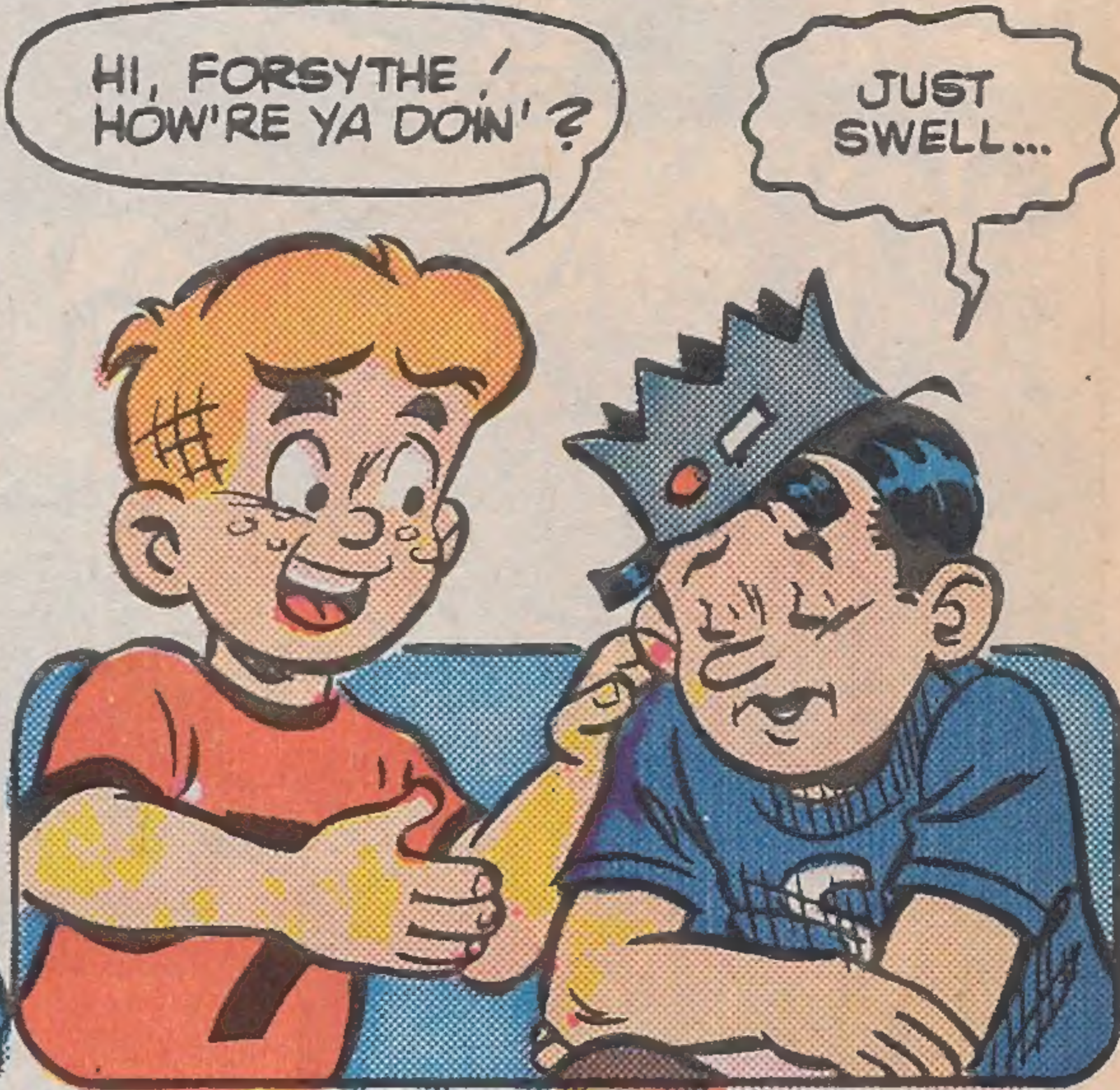
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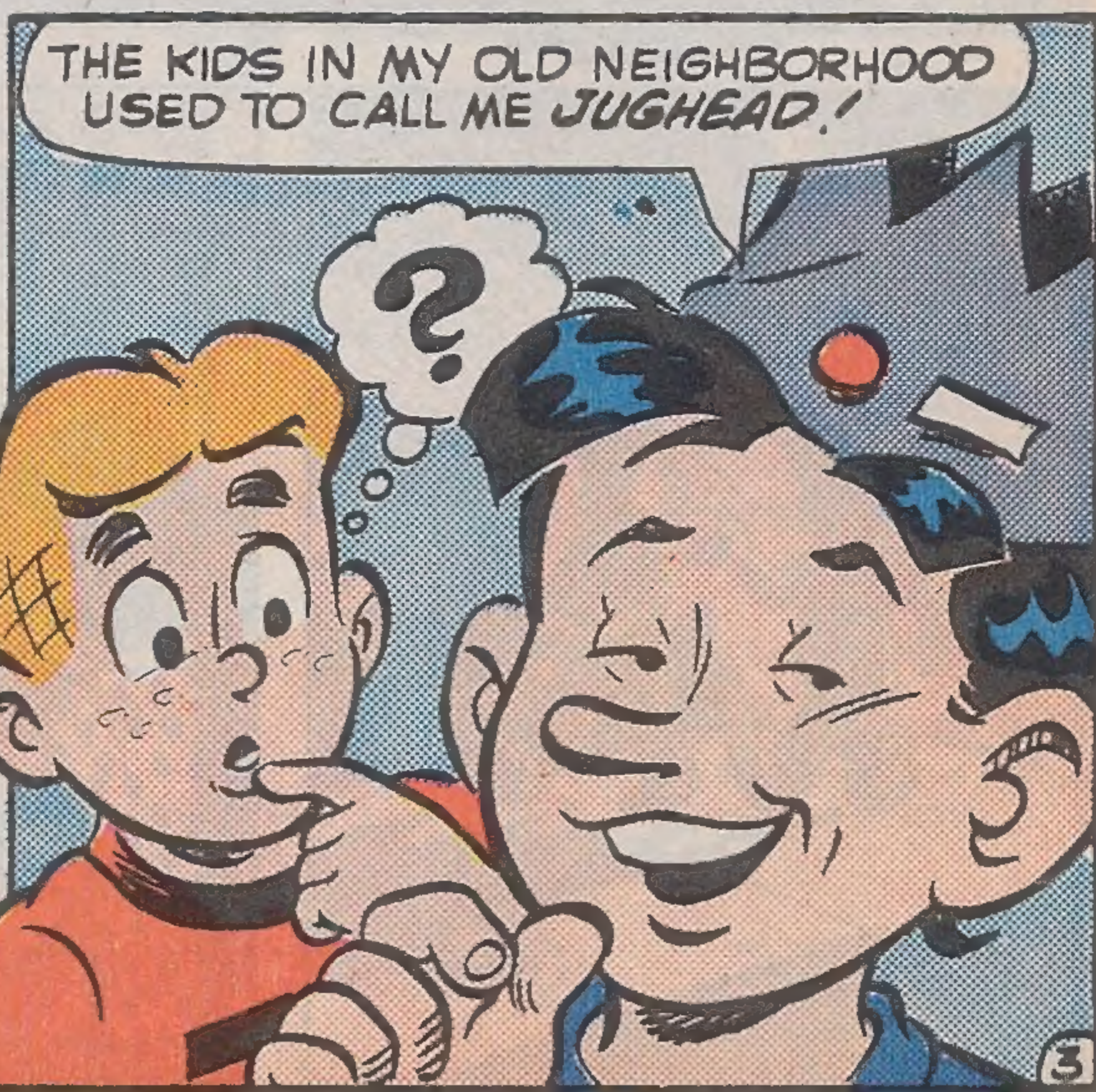
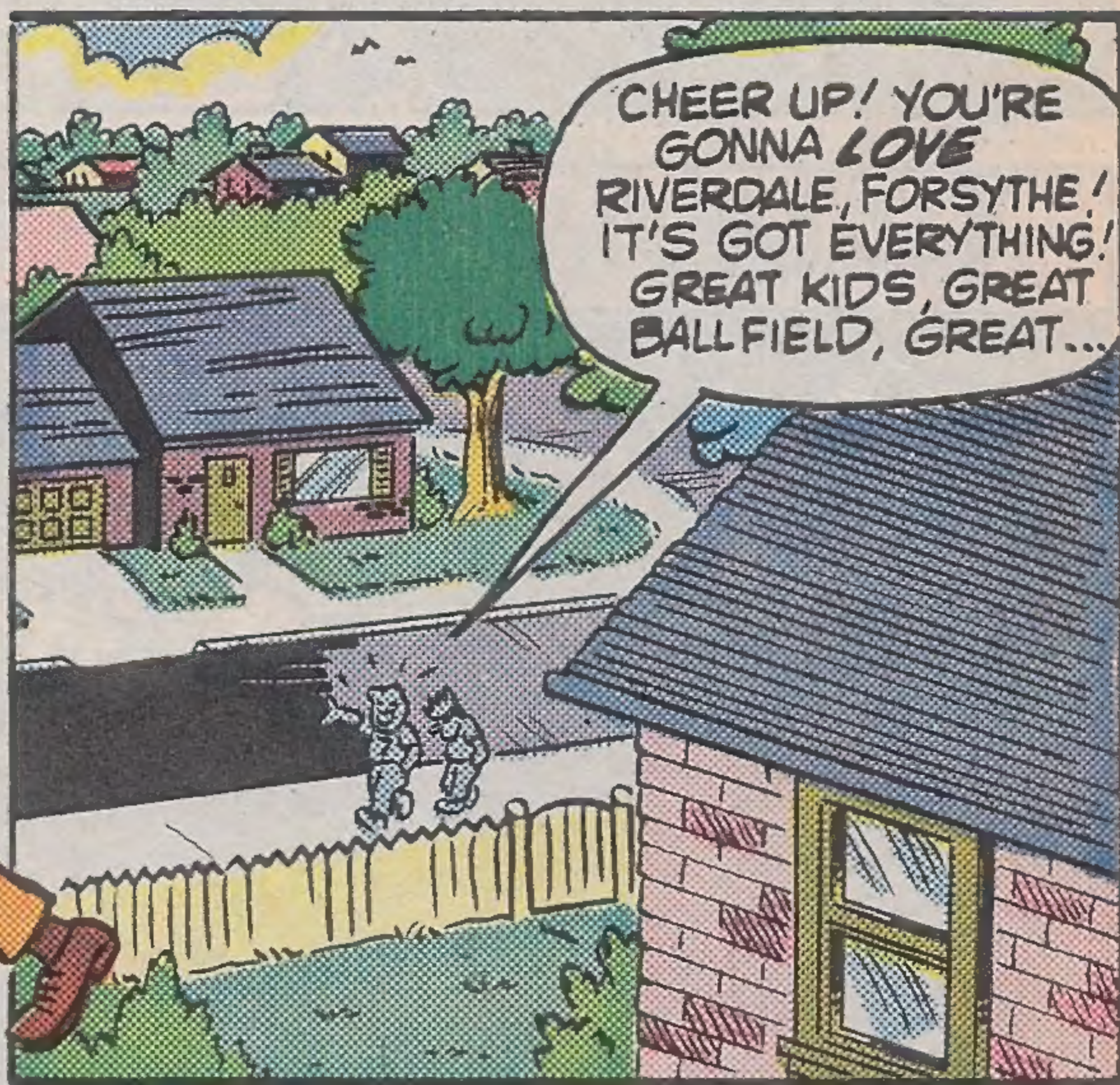
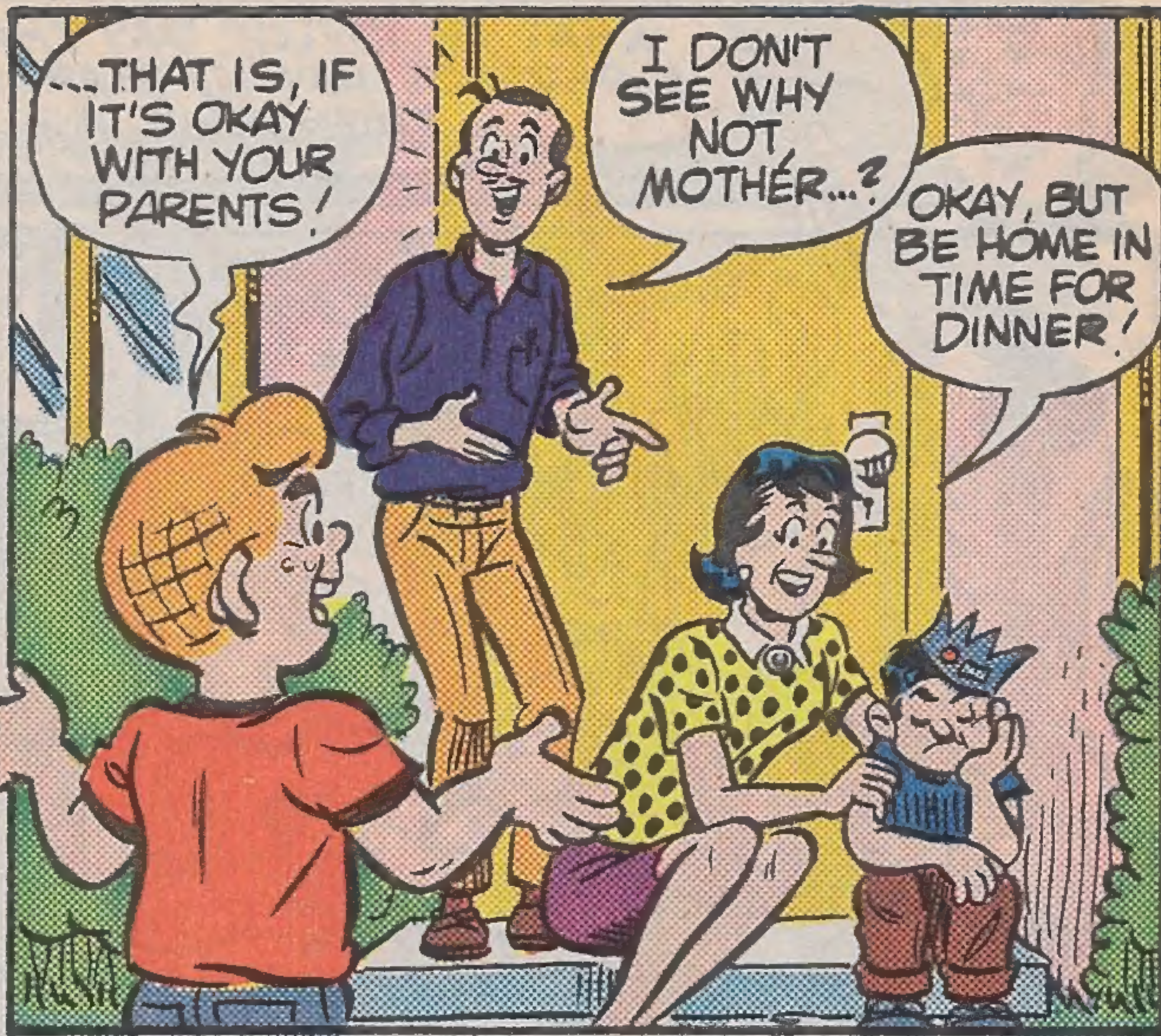


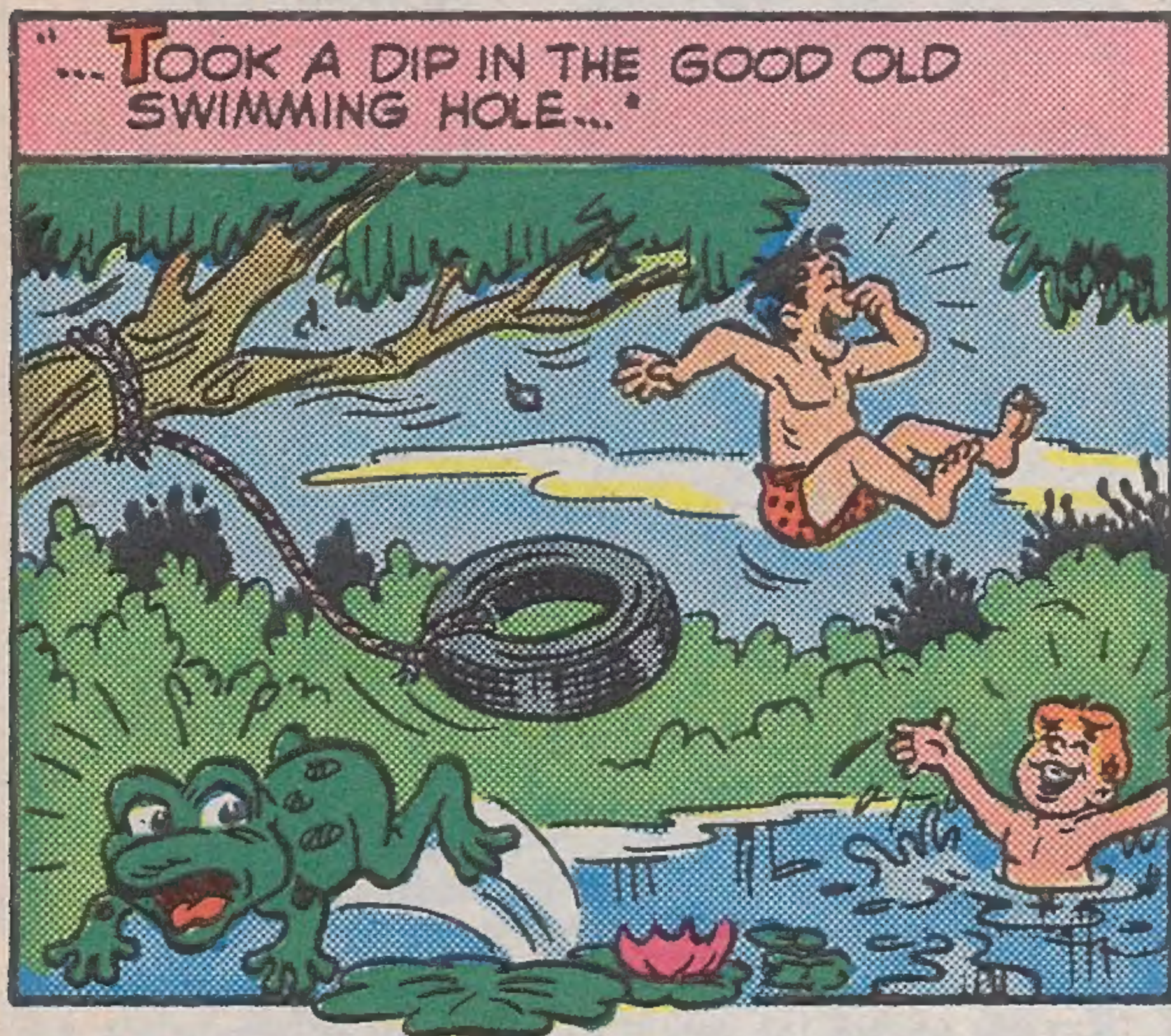
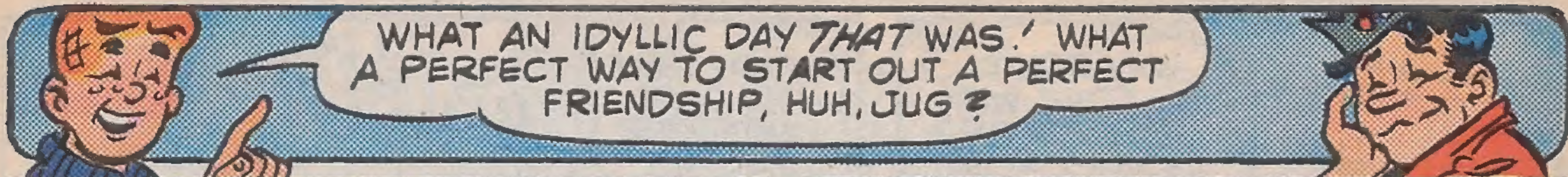


Jughead *Call Me Jughead!*









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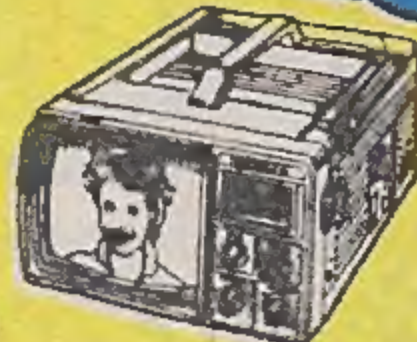
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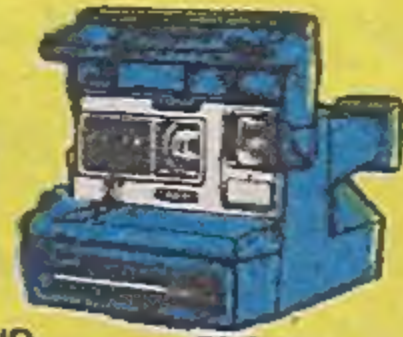
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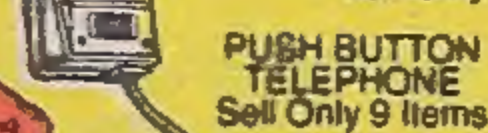
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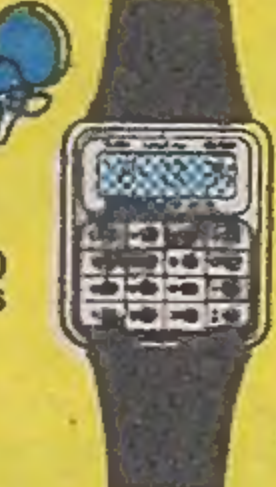
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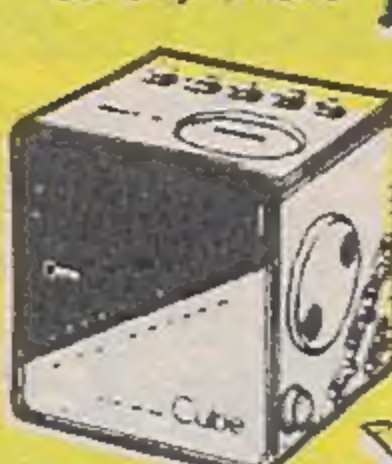
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| ☒ PRINCE | ☐ PAT BENATAR |
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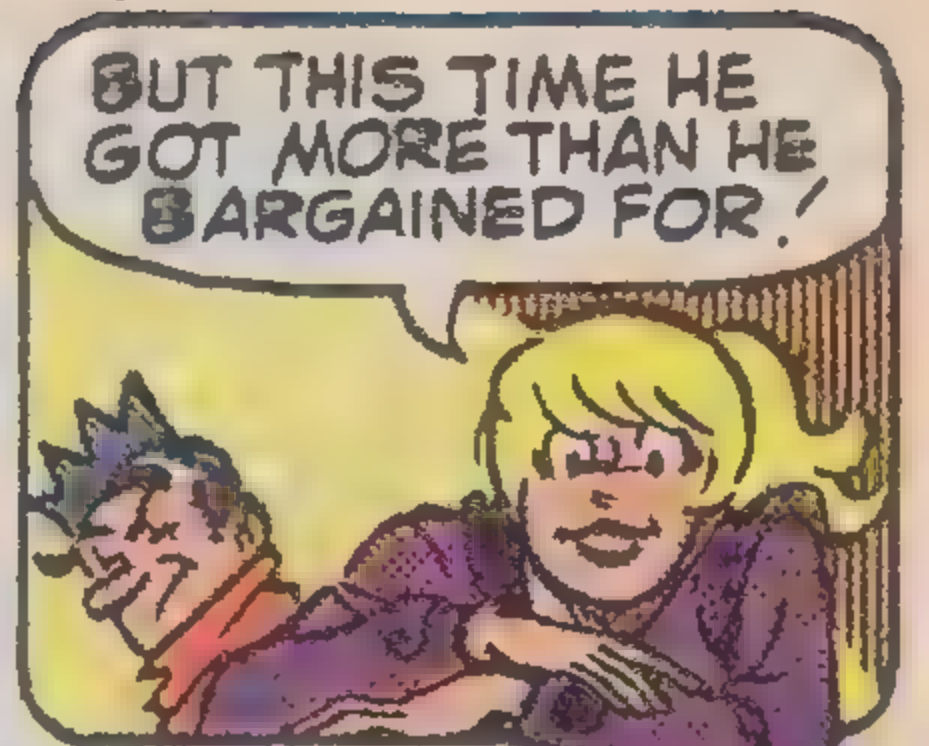
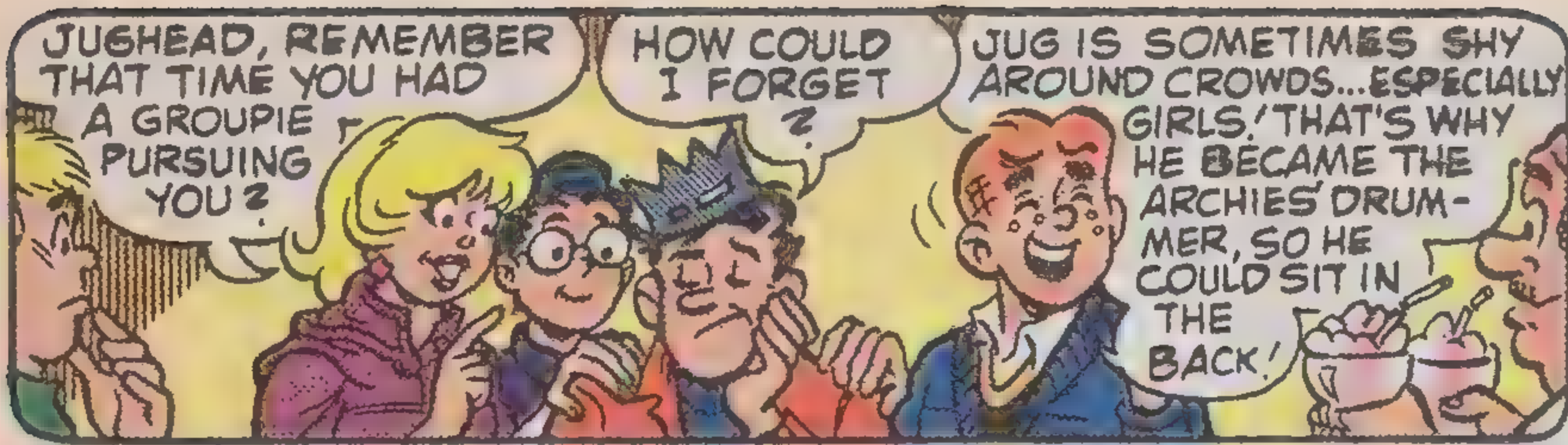
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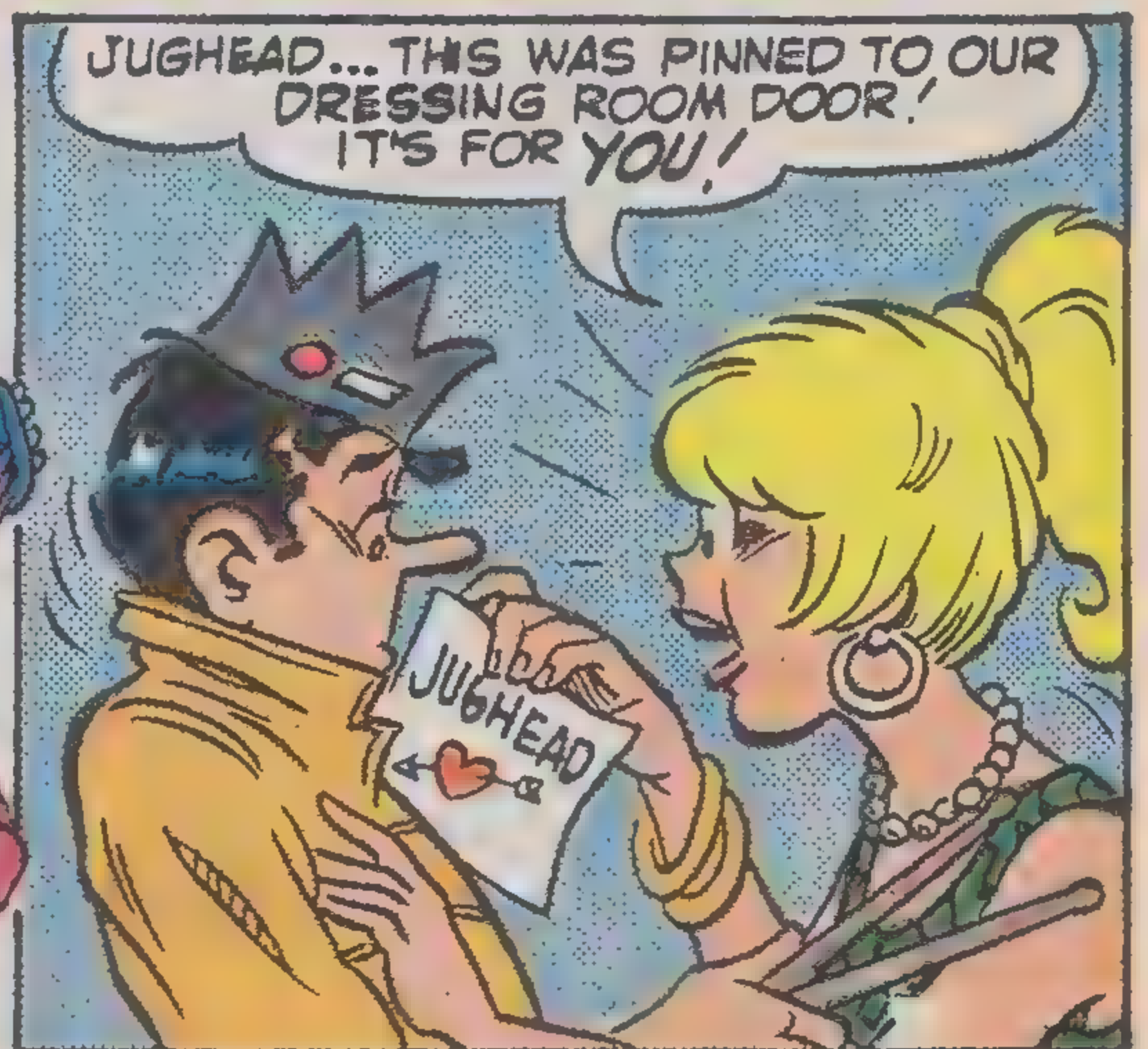
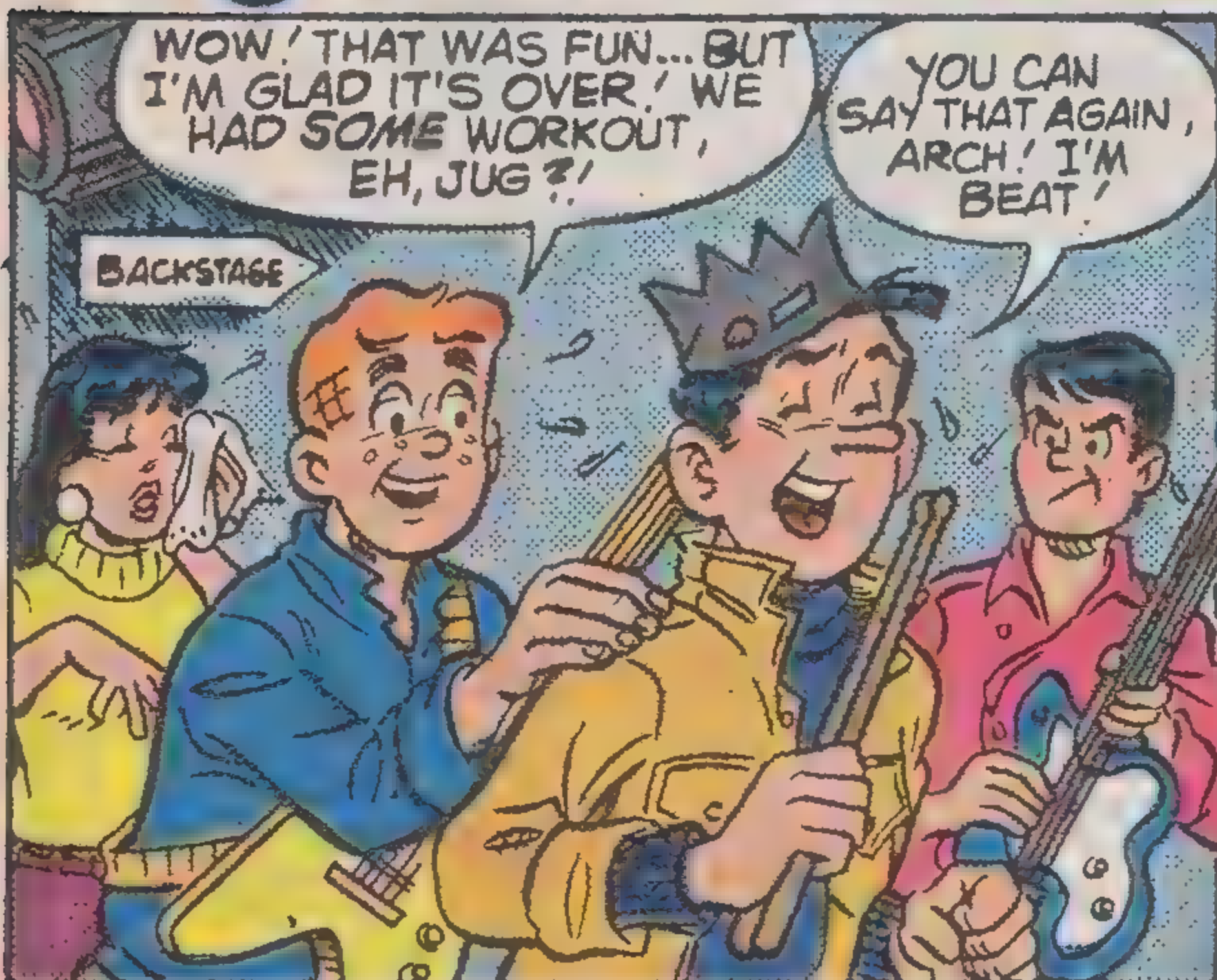
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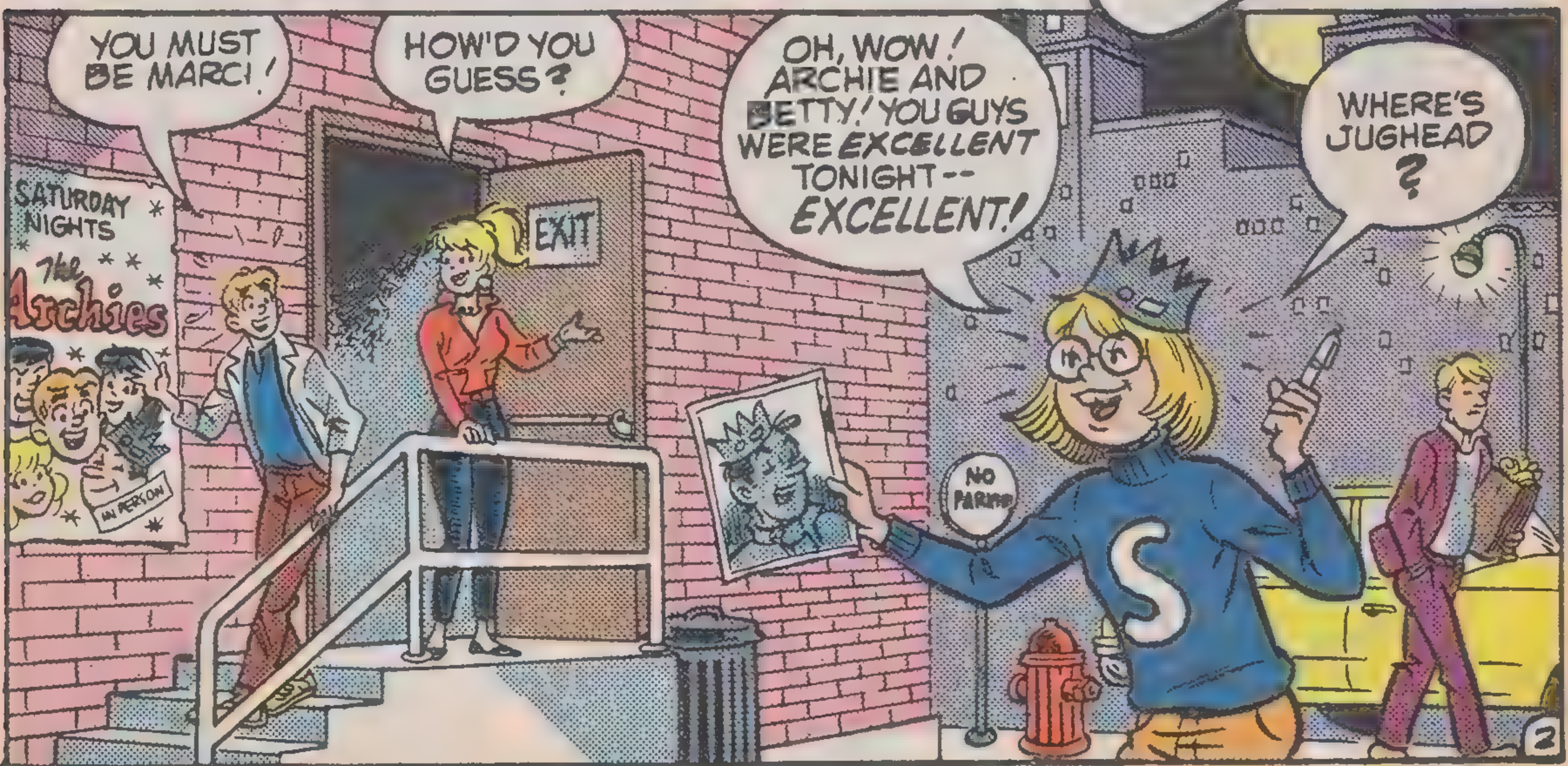
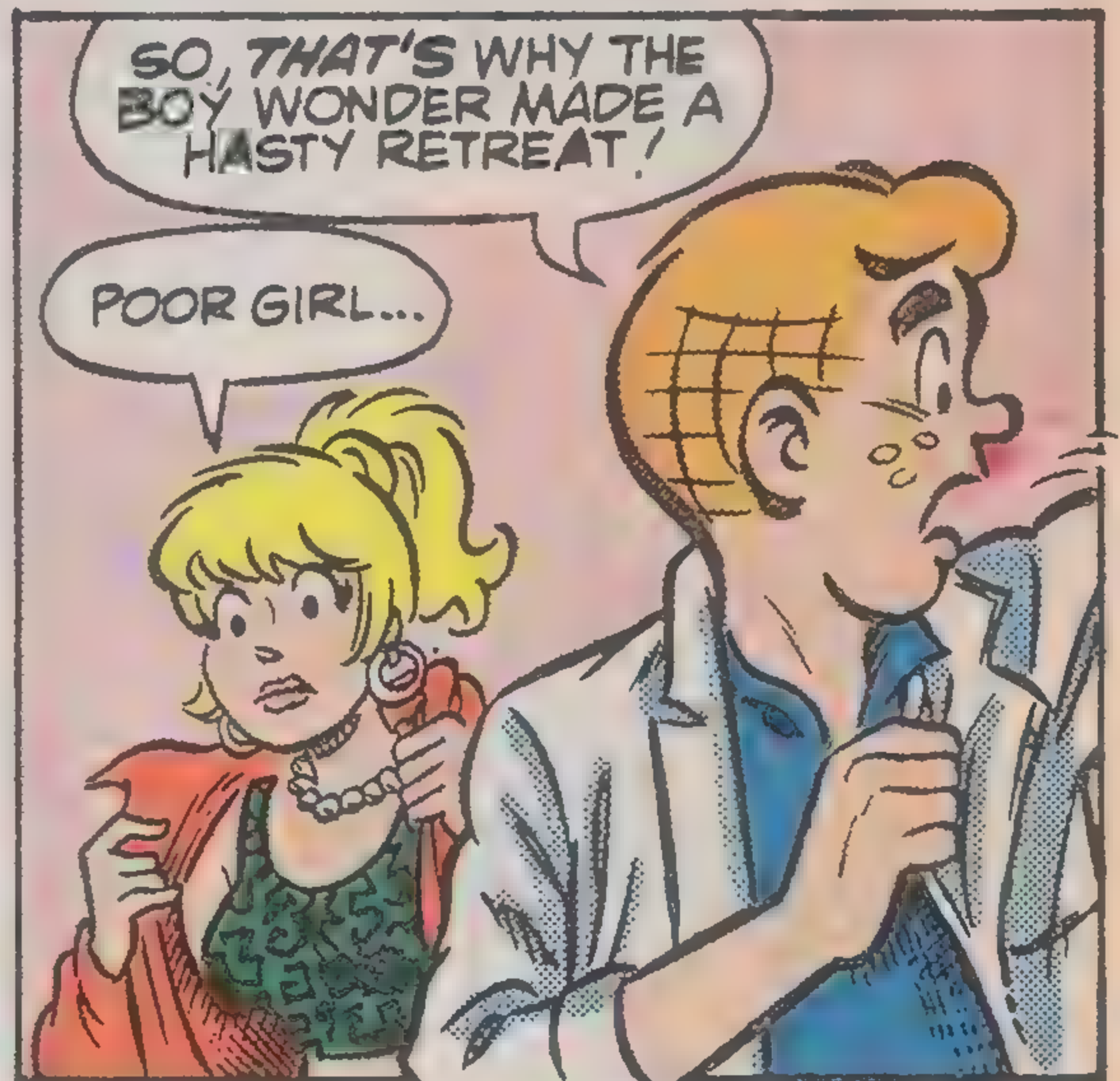
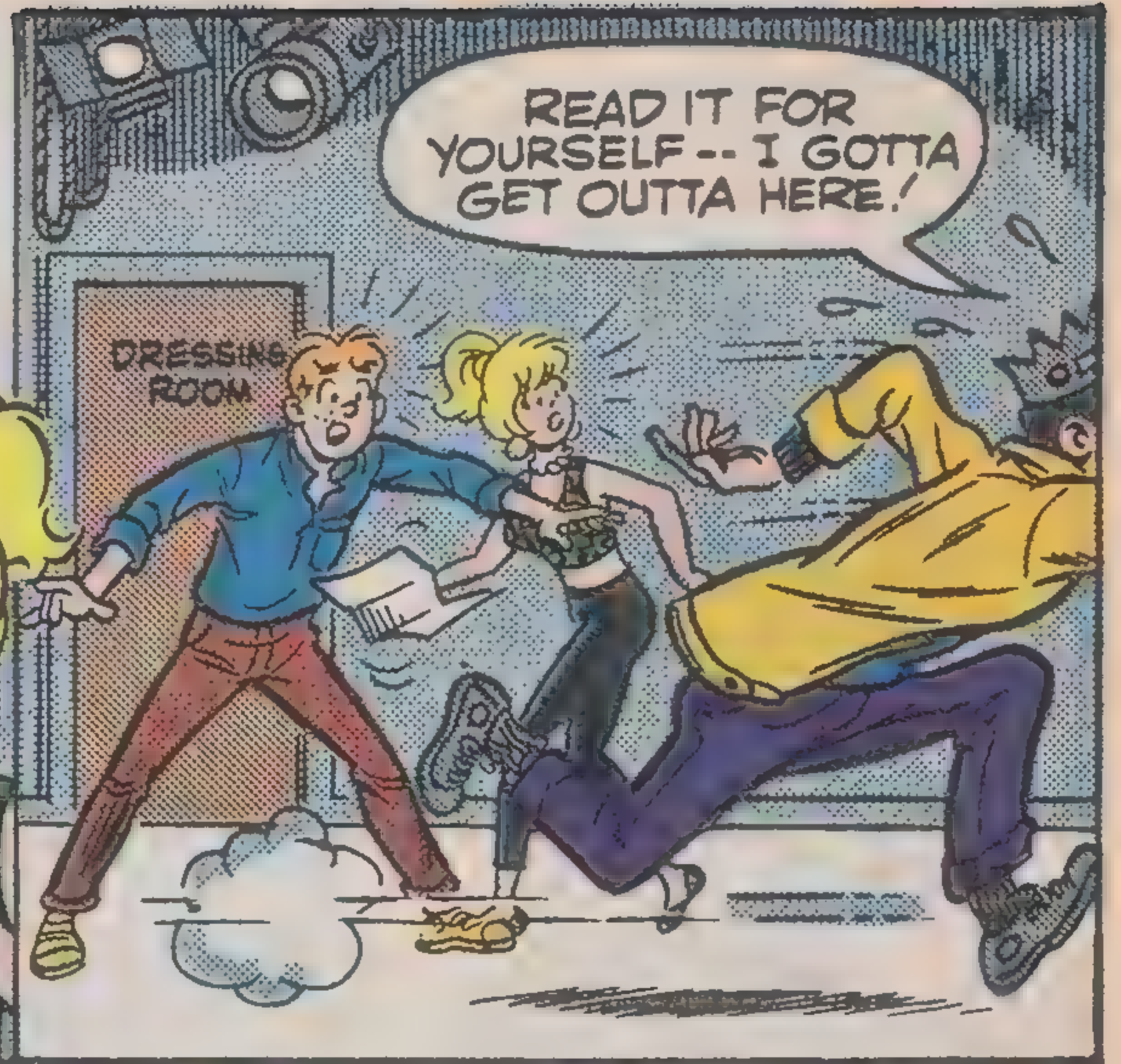
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Fatt Head Collector Set	(\$4.00)	+	(\$1.00)	=	(\$5.00) X _____ = _____
Stickers . . . Stickers	(\$4.00)	+	(\$1.00)	=	(\$5.00) X _____ = _____
300 Stickers	(\$3.00)	+	(\$1.00)	=	(\$4.00) X _____ = _____
Subtotal					= _____
New York State Residents Add 8% Sales Tax					= _____
Canadian Orders Payable in US Funds Plus Add \$1.00 Extra Per Kit					= _____
(Please send check or money order) Total					= _____

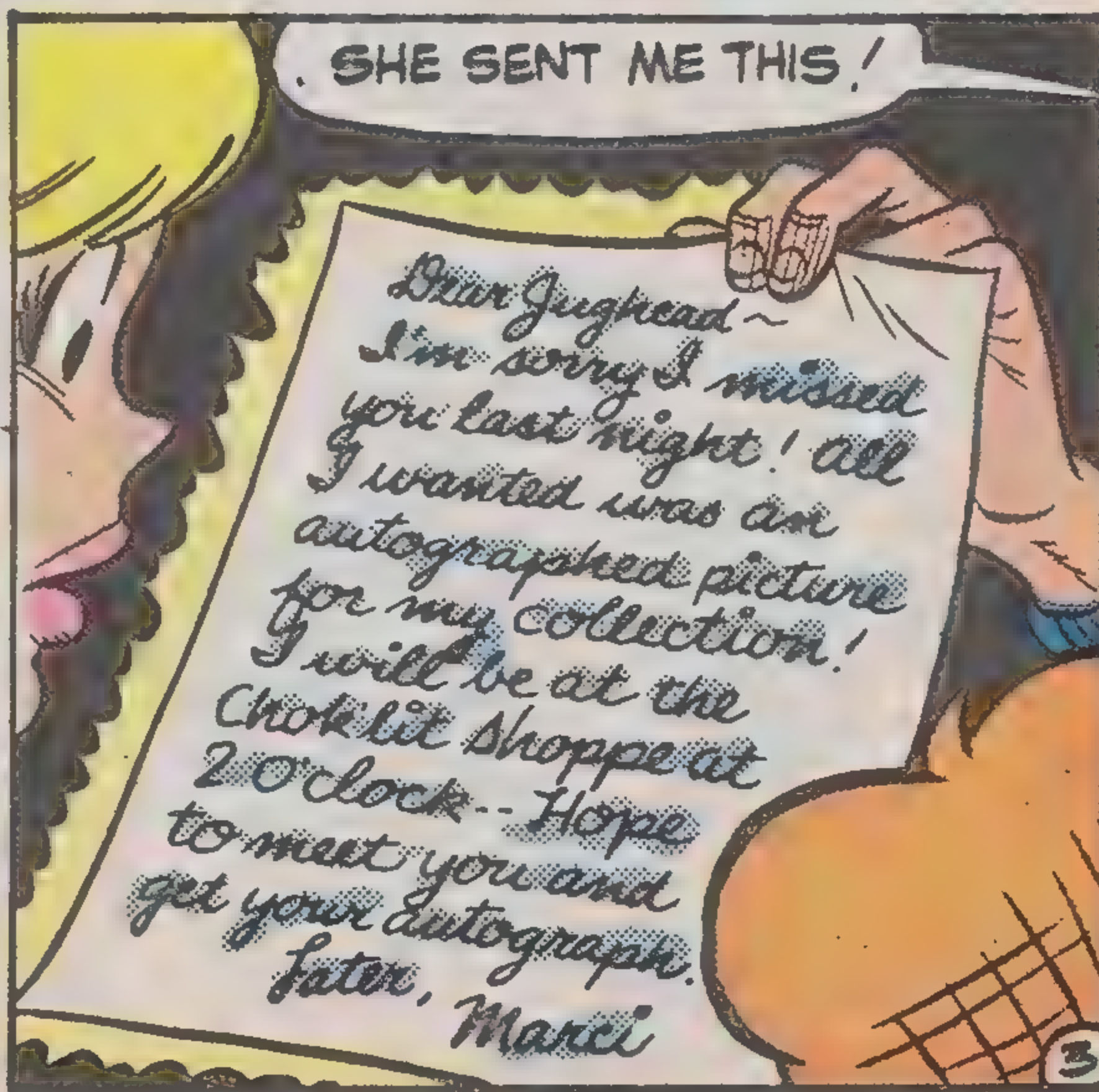
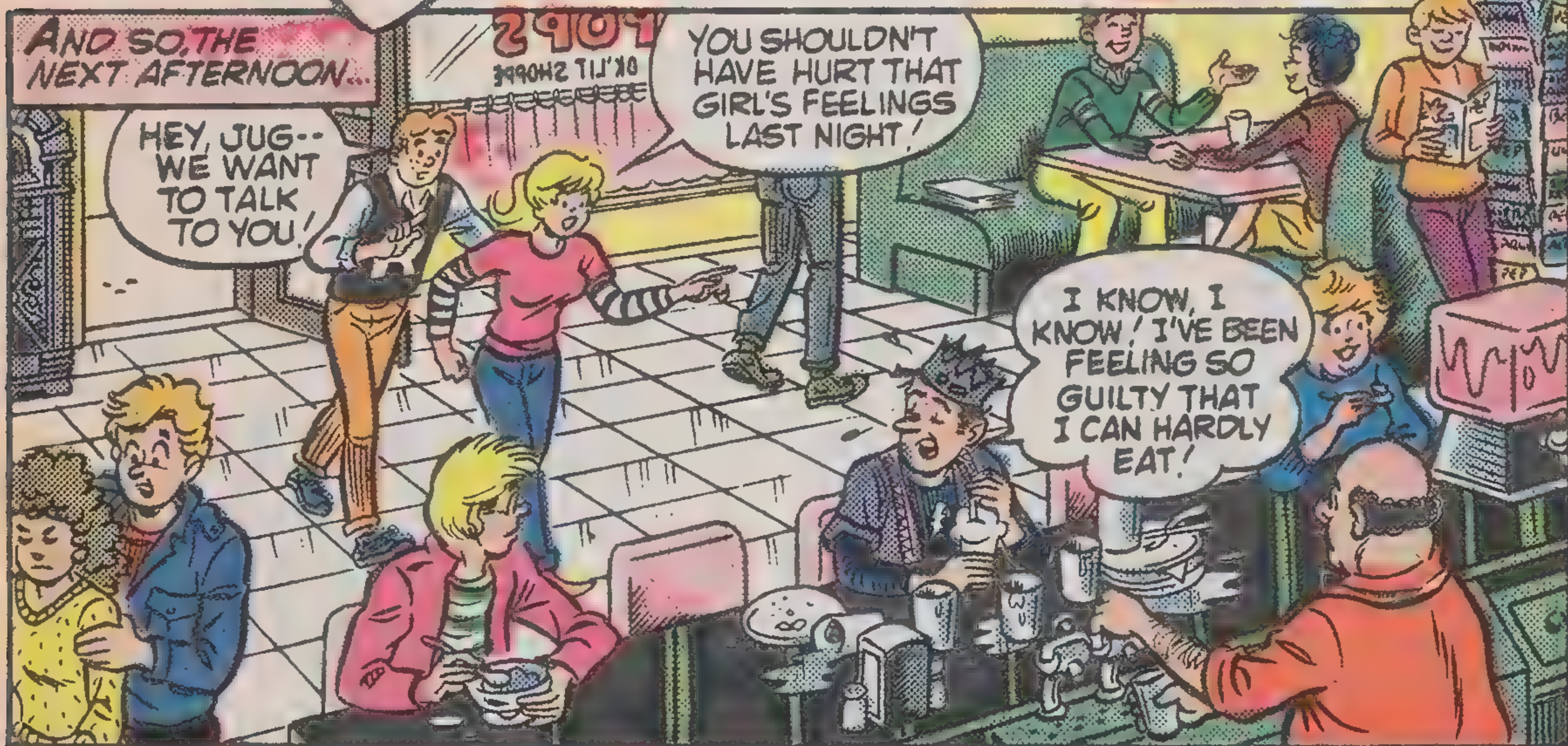
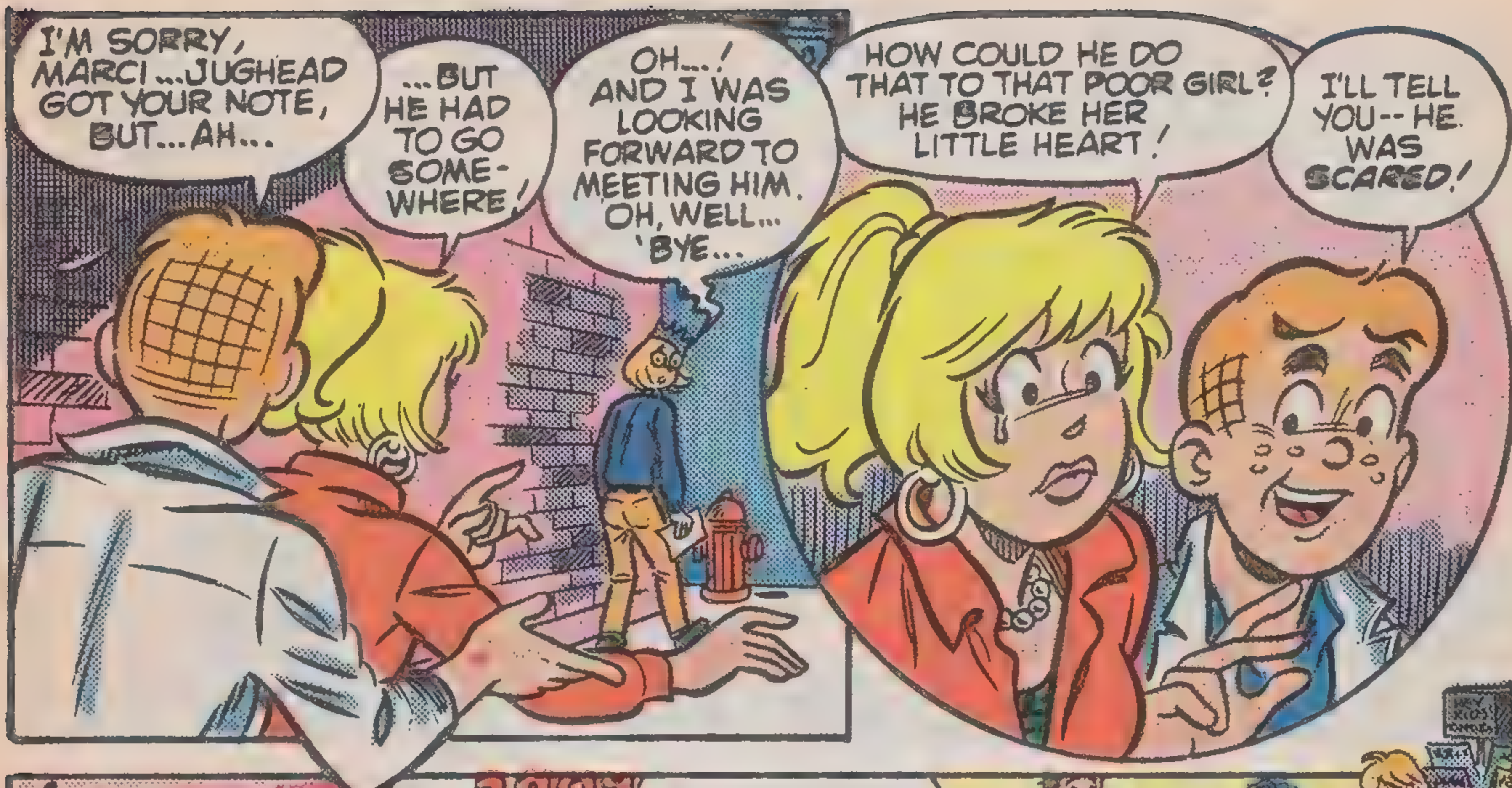
A-	23-	24-	25-	D-	32D
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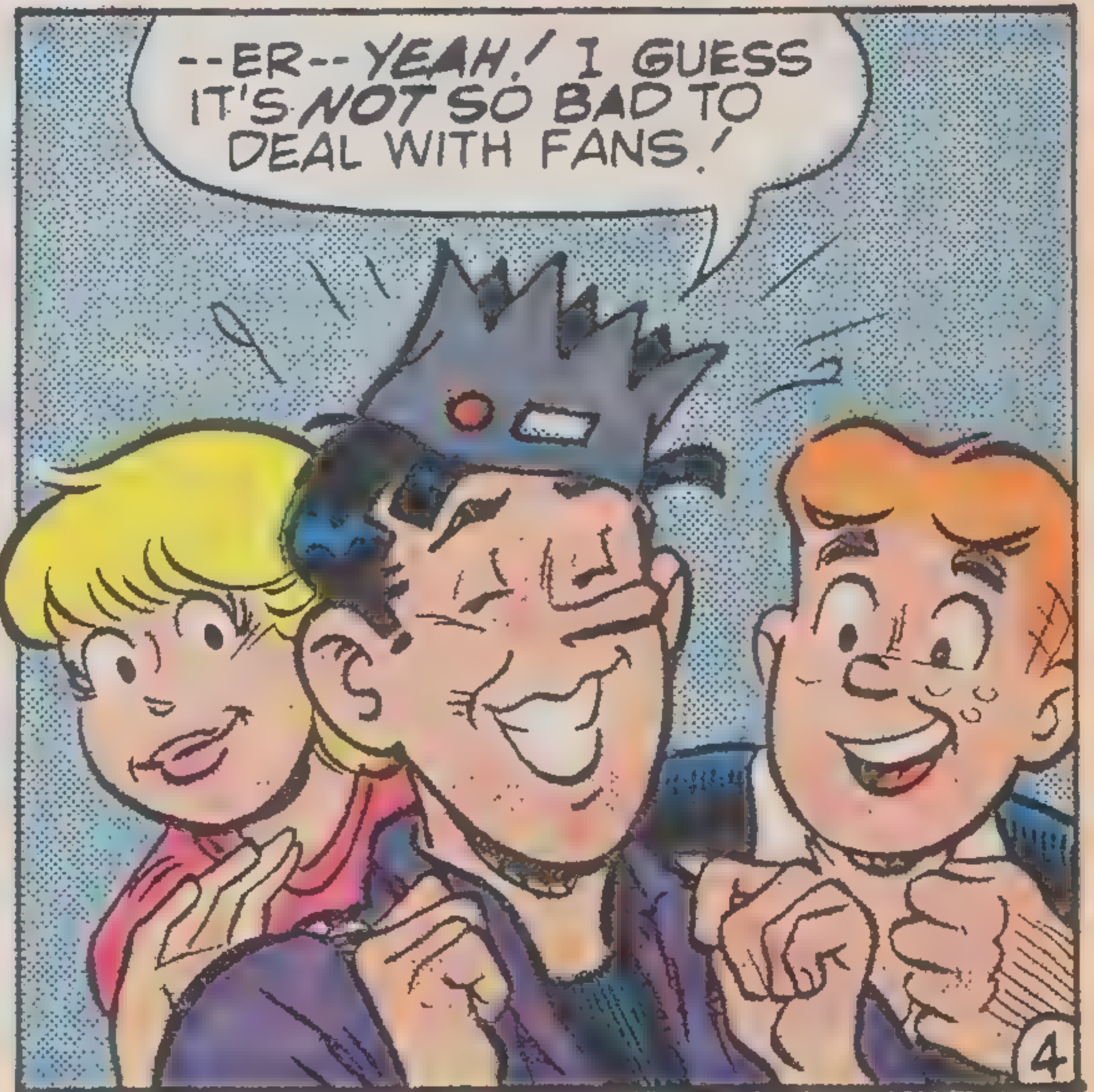
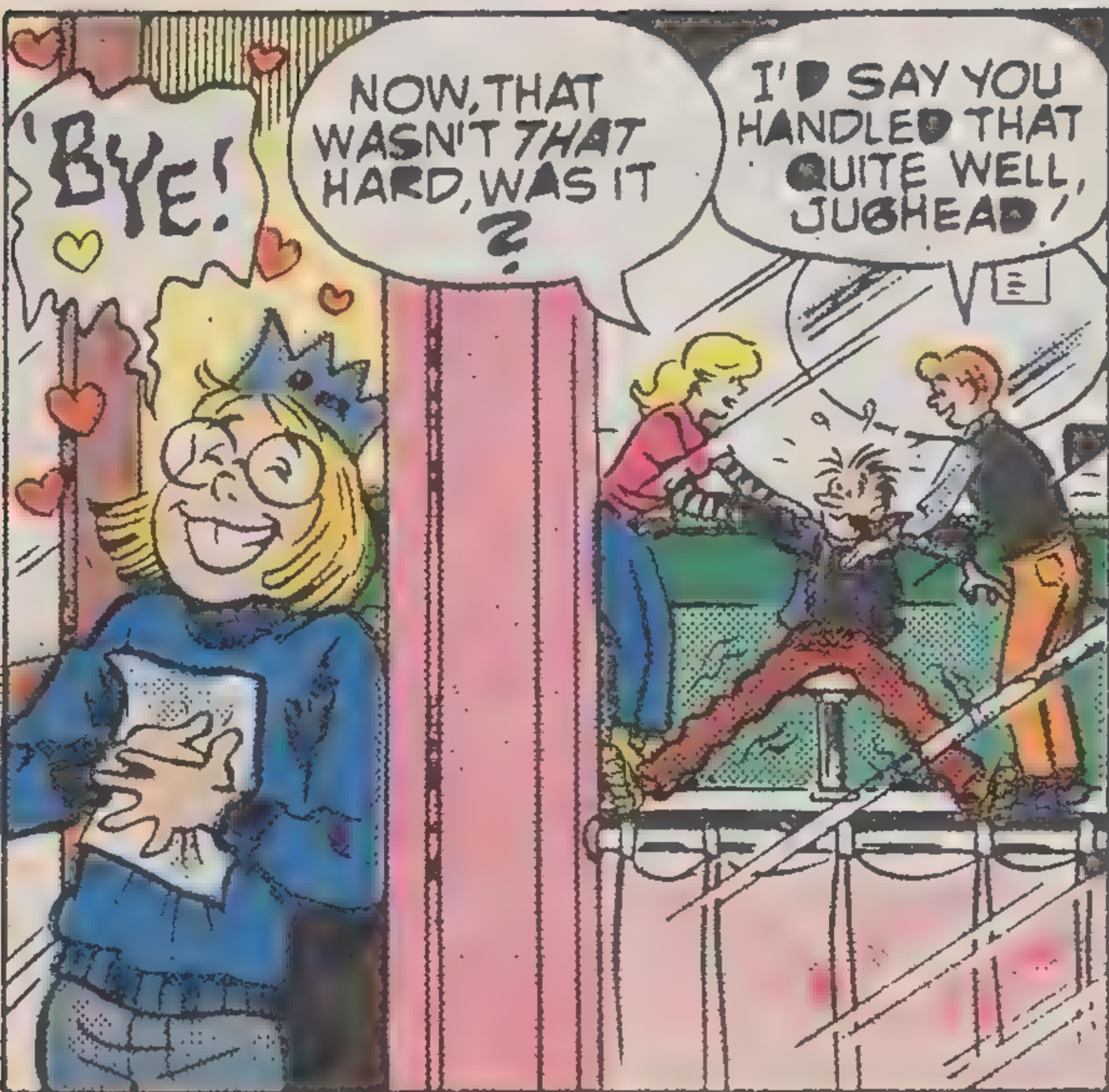
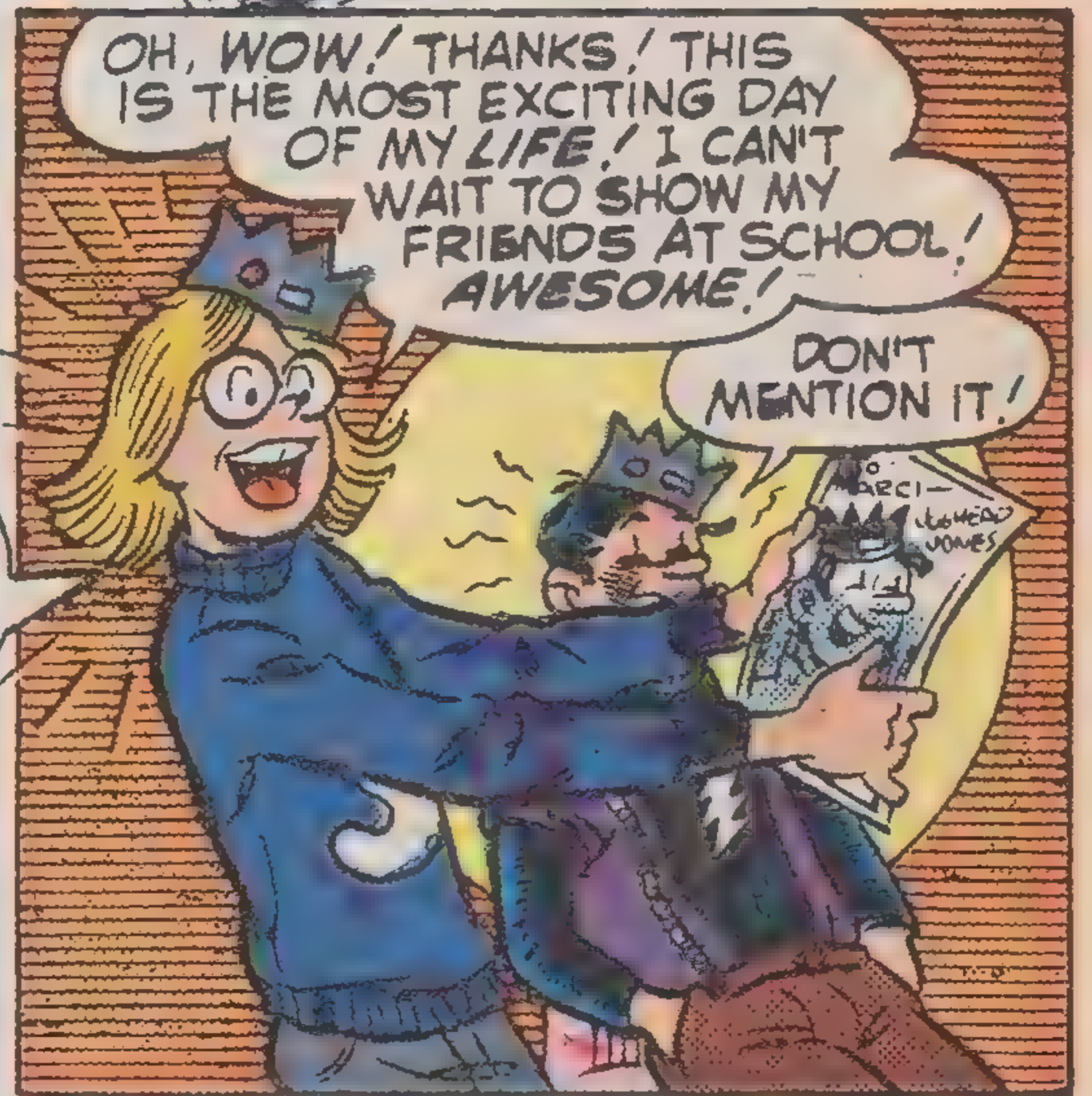
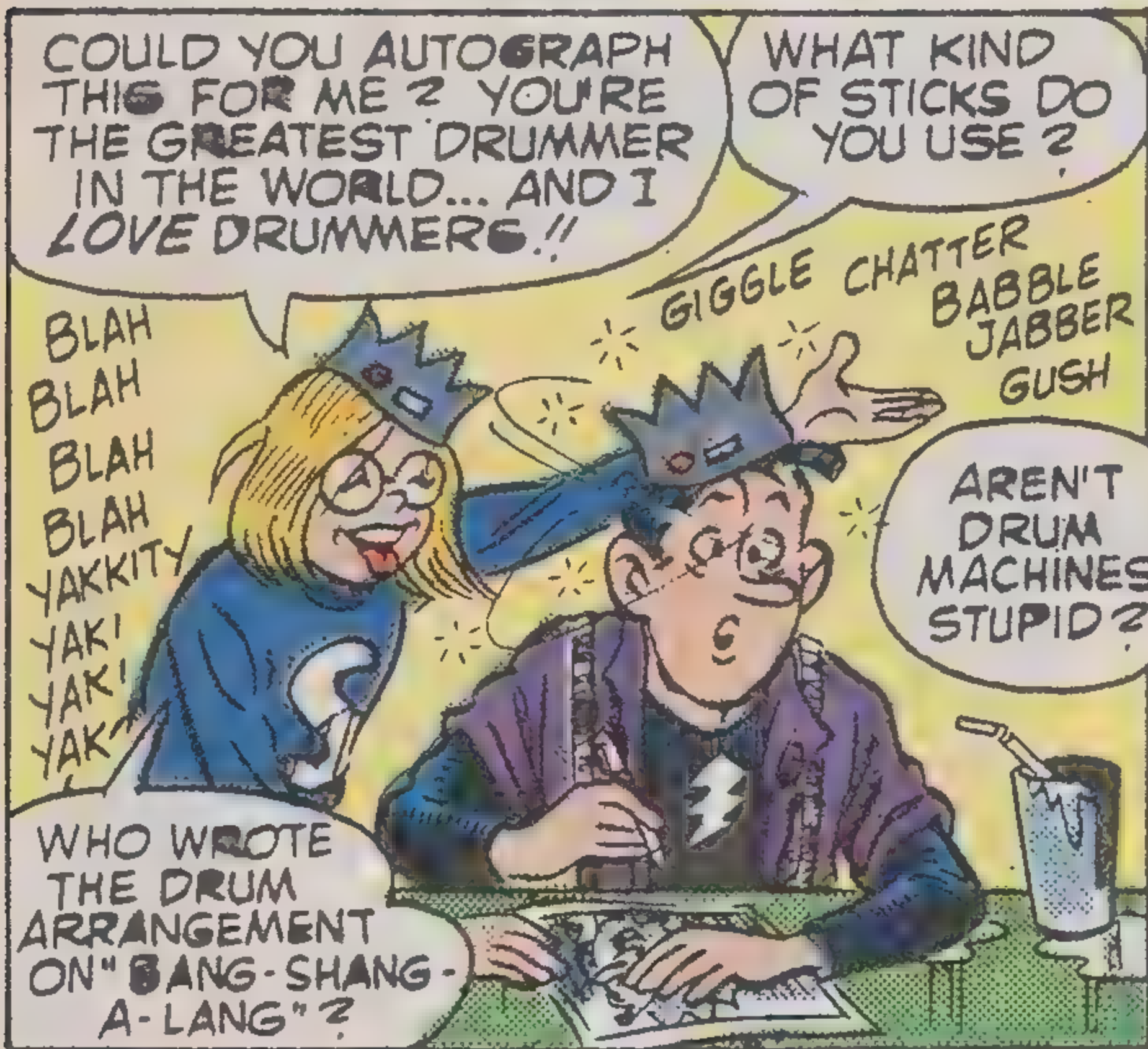
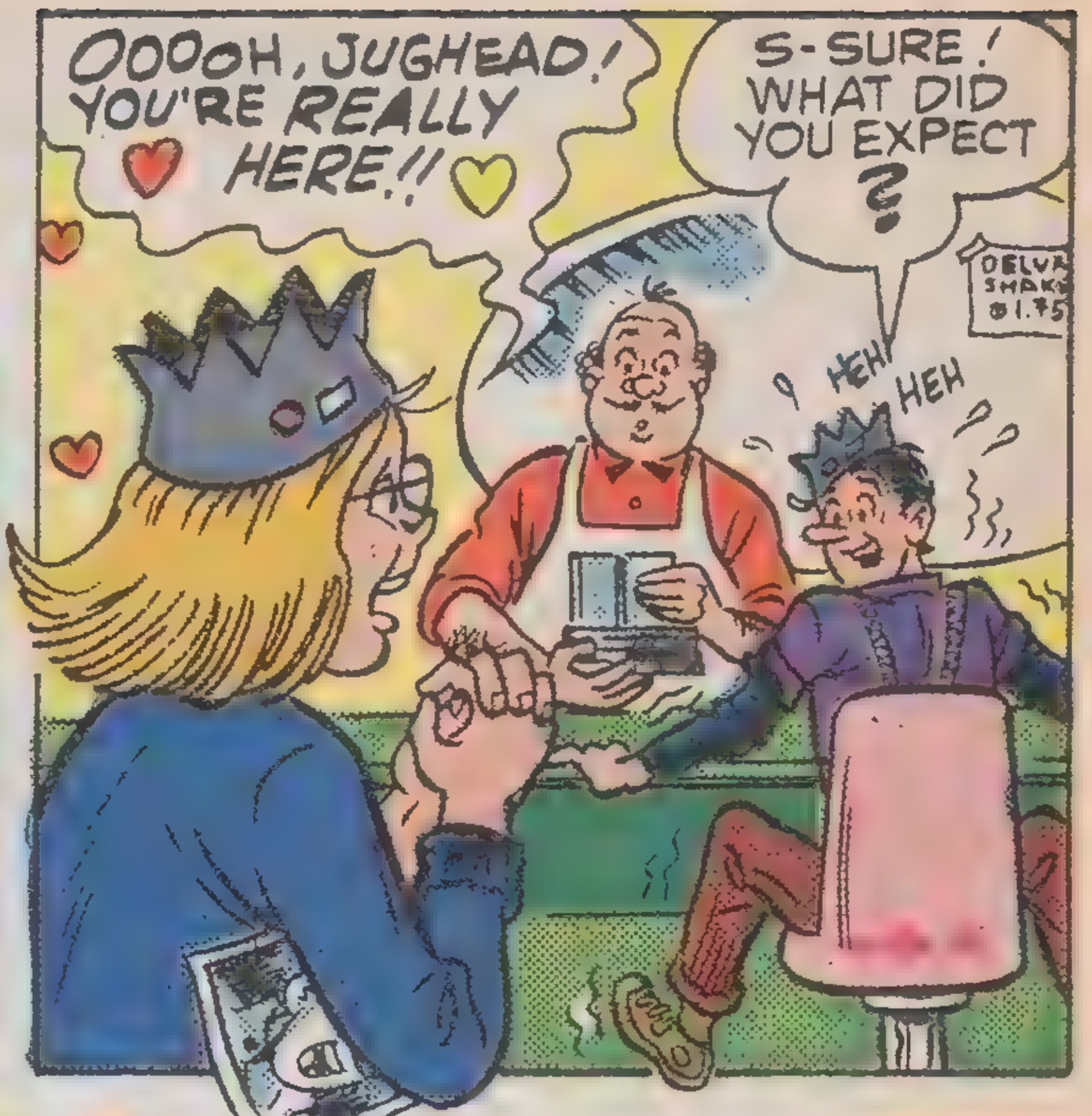


Jughead ⁱⁿ SNARED!!









THE NEXT SATURDAY...

HERE'S A
NOTE FOR
JUGHEAD
JONES!

I CAN HANDLE
ANOTHER FAN!
PROBABLY JUST
WANTS AN
AUTOGRAPH!

Dear Jughead~
Hope you can meet
me and a few of my
friends outside the
stage door tonight!

Yours,
Marci

BE
BRAVE,
MY BOY!

HEY--
NO SWEAT!

THIS'LL BE
A SNAP!

EXIT

JUGHEAD
FAN
CLUB

GASP

HAHA!

we
LUV
JUG

AUTOGRAPH
BOOK

YOU'VE ALWAYS
BEEN SUCH A
CHARACTER, JUG!
I'M GOING TO
MISS YOU SO
MUCH!!

ME, TOO! WE'VE
GROWN SO MUCH
IN THE TIME WE'VE
KNOWN EACH OTHER!

END OF
PART TWO...

Archie's

CLUB NEWS



JUGHEAD NO. 1 AUGUST

OF THE READERS ---
BY THE READERS ---
AND FOR THE READERS !!!

FIRST PRIZE--\$6.00

REPORTER

AMY MOLLENCAMP

Hermosa Beach, CA



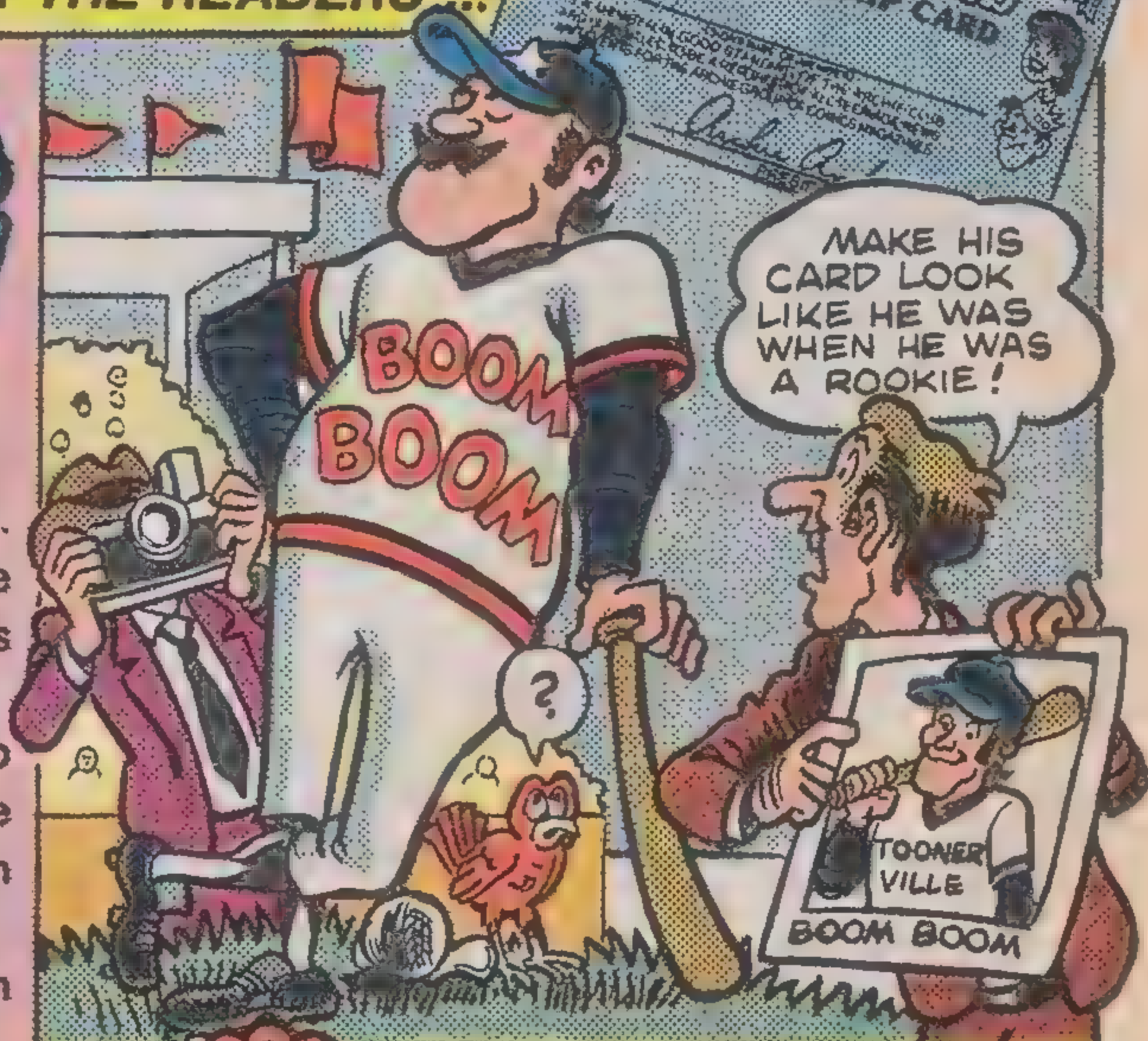
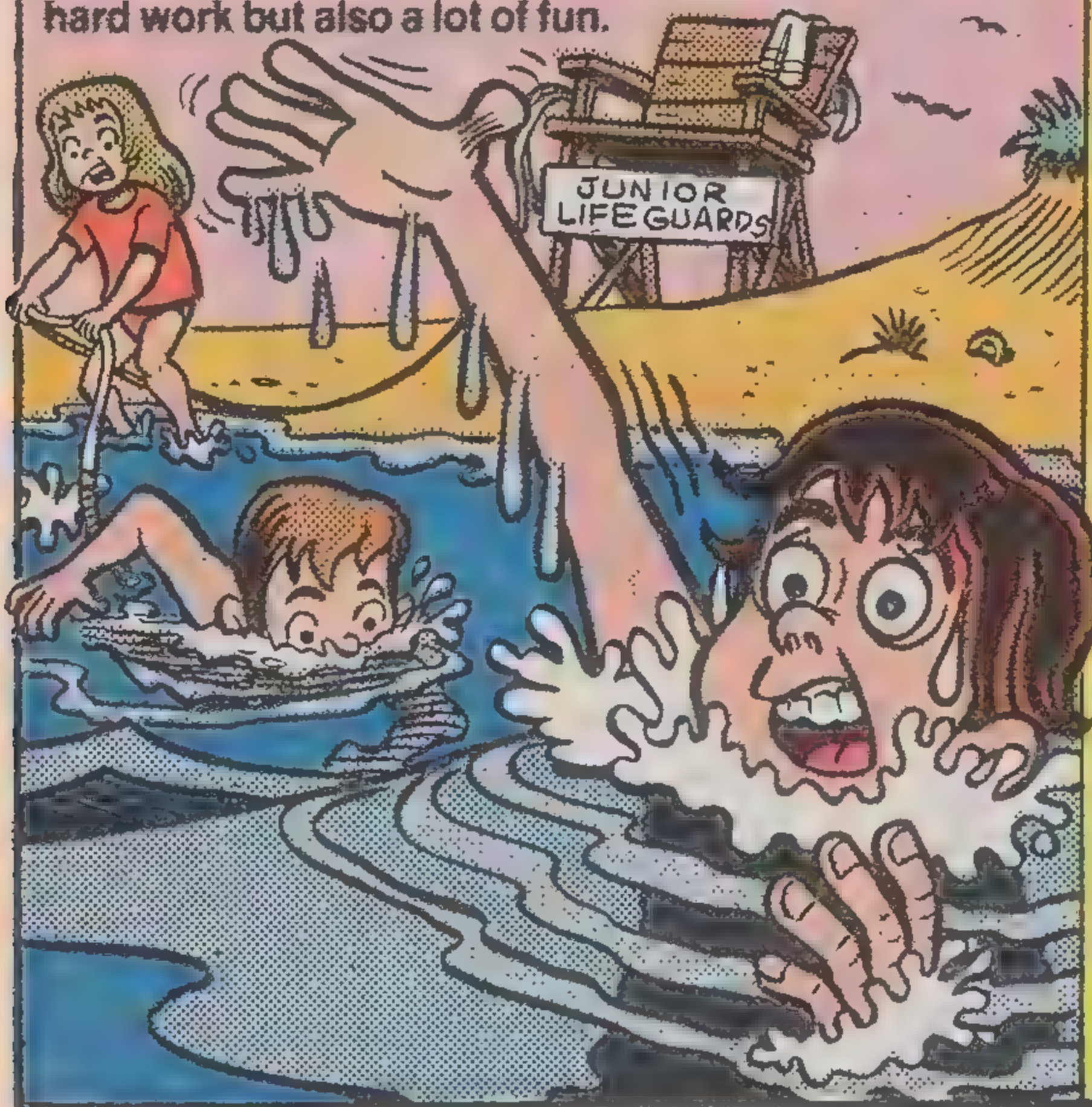
Dear Archie:

I live on a beach near the ocean and love it very much. During the summer there is an organization called the "Junior Lifeguards." This is a group of boys and girls ranging in age from ten to seventeen.

A person that wants to join this organization has to pass a test and once you get in, you learn about the different rescues and how to swim out into the ocean to rescue a victim.

You are also taught mouth to mouth resuscitation on a life-size doll and CPR.

The kids in this organization get a chance to compete against other beaches in running and diving skills. It's hard work but also a lot of fun.



SECOND PRIZE--\$4.00

REPORTER

NICKY YOUNG

New York, NY

Dear Archie:

I'm a great baseball fan and have really enjoyed following the professional teams in New York.

I've also been a collector of baseball cards and this is what my report is about. I've just found out my collection might be valuable and that I'd better take good care of them.

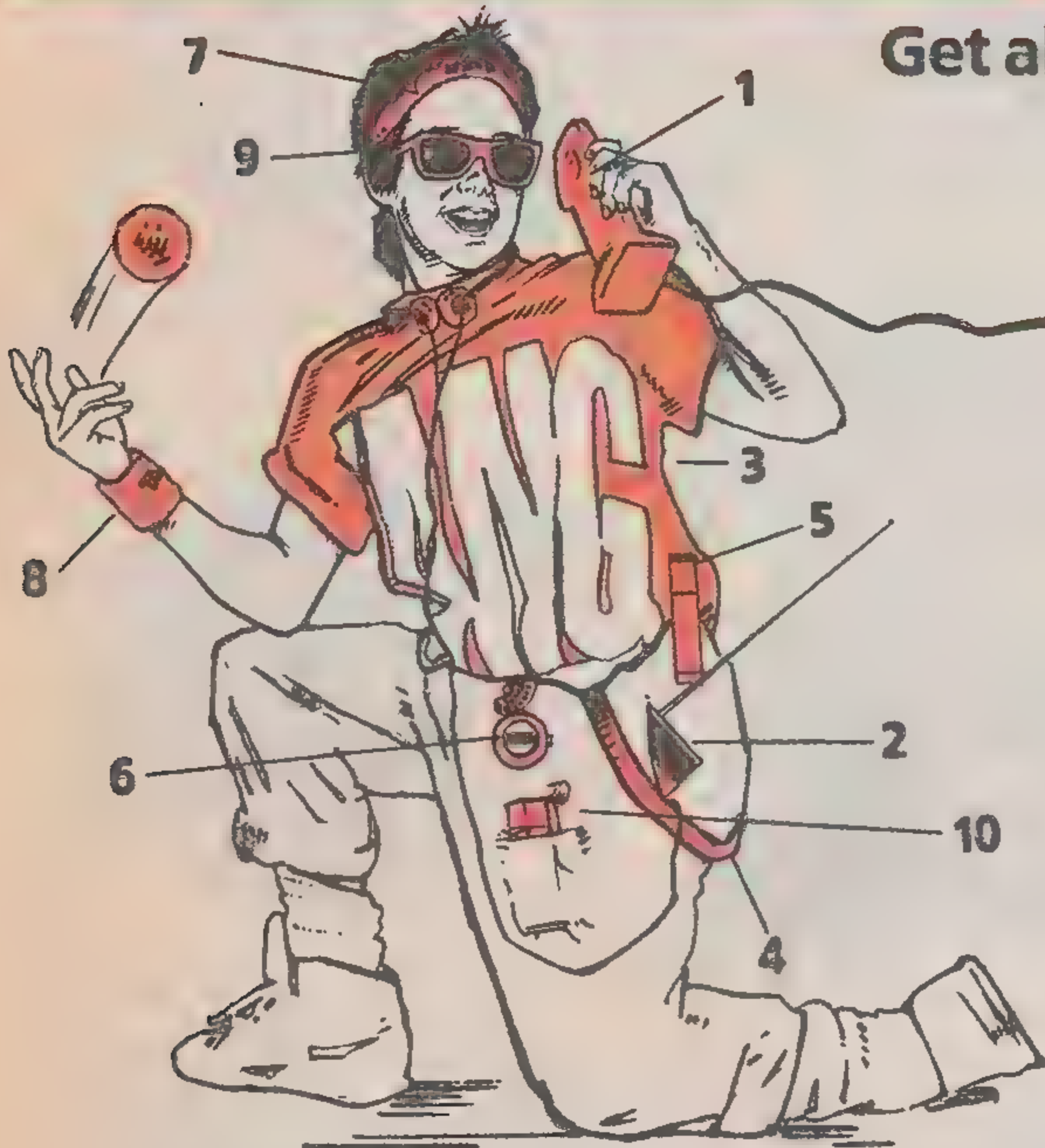
A baseball card collector should keep the collection inside plastic folders and get a book to keep the folders in. Never let your cards lie around on the floor. You don't know which card you buy will become valuable so it pays to keep all your cards in good condition all the time.

There are baseball card conventions taking place all over the country. It's enjoyable to attend them because you never know if you'll have that "rare card" that could bring you a lot of money.

ARCHIE FANS! Every month, **ARCHIE CLUB MEMBERS** have their letters printed in my comics wherever the **ARCHIE CLUB NEWS** appears. The winners receive **CASH PRIZES** and their names are printed in the comics. You can become a member, too! Look for the **ARCHIE FAN CLUB AD** in **THIS ISSUE**. After you join the club, you will be eligible to submit all the letters you want and **WIN CASH PRIZES!**

Be a Big-Orange-Big-Shot with TANG

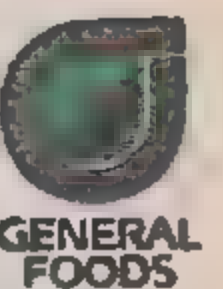
BRAND
BREAKFAST BEVERAGE CRYSTALS



Get all of this big, orange stuff when you collect the labels on jars of TANG.



See order form below for label and purchase requirements



Actual items may vary slightly from those shown.
© 1987 General Foods Corporation

Big-Orange-Big-Shot Order Form

1. **Your #1 Phone:** This unique push-button phone with cord is really something to talk about.
2. **Tunes from TANG:** This hot AM/FM radio comes complete with headset. (Batteries not included.)
3. **T is for TANG:** Slide into this oversized orange T-shirt. One size fits all.
4. **Suspenders from TANG:** They're orange. They're adjustable. And they're a lot cooler than a belt.
5. **Brighten your life:** This pocketlight changes from a flashlight into a desklight and back again. (Batteries not included.)
6. **Ahead of your time:** Our big, orange digital pocketwatch even comes with its own chain.
7. **Headband or 8. Sweatbands:** Get one or both, no sweat.
9. **Sunglasses from TANG:** These hot shades are the coolest ones around.

10. **Stuck on TANG:** These big, orange stickers come in their own handy dispenser.
11. **Shoot the Hoops:** This orange soft-foam basketball and hoop set lets you be a big shot.
12. **SUPER BONUS FROM TANG: LASER CHALLENGE™**—the game of the future—can be yours at a big savings when you order at least one of the above items. Includes 1 light gun and 1 vest. (Batteries not included.)

To get your Big-Orange-Big-Shot stuff from TANG, send this completed form, required labels and check or money order to the address below.

SEND TO: TANG Brand
P.O. Box 5938
Kankakee, IL 60902

Name _____
(Please print)
Address _____
City _____ State _____ Zip _____

Offer void where prohibited, taxed or otherwise restricted. Allow 6-8 weeks for processing. Offer good only in U.S.A., Puerto Rico and U.S. Govt. installations. Order form may not be transferred, exchanged or sold, nor may it be reproduced or copied. Additional order forms are available by mail by writing: P.O. Box 5938, Kankakee, IL 60902, and will accompany orders fulfilled.

This Certificate must accompany your request.

ORDERS MUST BE RECEIVED BY DECEMBER 31, 1987.

ITEM	LABELS REQ.*	MONEY REQ.†	QTY.
1. #1 Phone	2	\$10.00	
2. AM/FM Radio	2	7.25	
3. T-shirt	1	3.50	
4. Suspenders	1	2.75	
5. Pocketlight	1	3.00	
6. Pocketwatch	1	3.75	
7. Headband	1	1.25	
8. Sweatbands (pr.)	1	1.25	
9. Sunglasses	1	2.25	
10. Stickers/Dispenser	1	1.50	
11. Basketball Game	1	1.75	
SPECIAL OFFER WITH PURCHASE OF ONE OF THE ABOVE:			
12. LASER CHALLENGE™	2	27.75	
TOTALS ENCLOSED			

Are you ready for the Big Orange Taste?

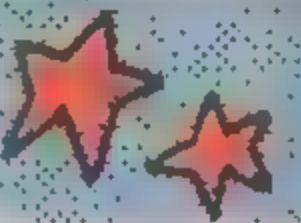


*Offer not valid on 20-qt. size. †Includes Postage and Handling.

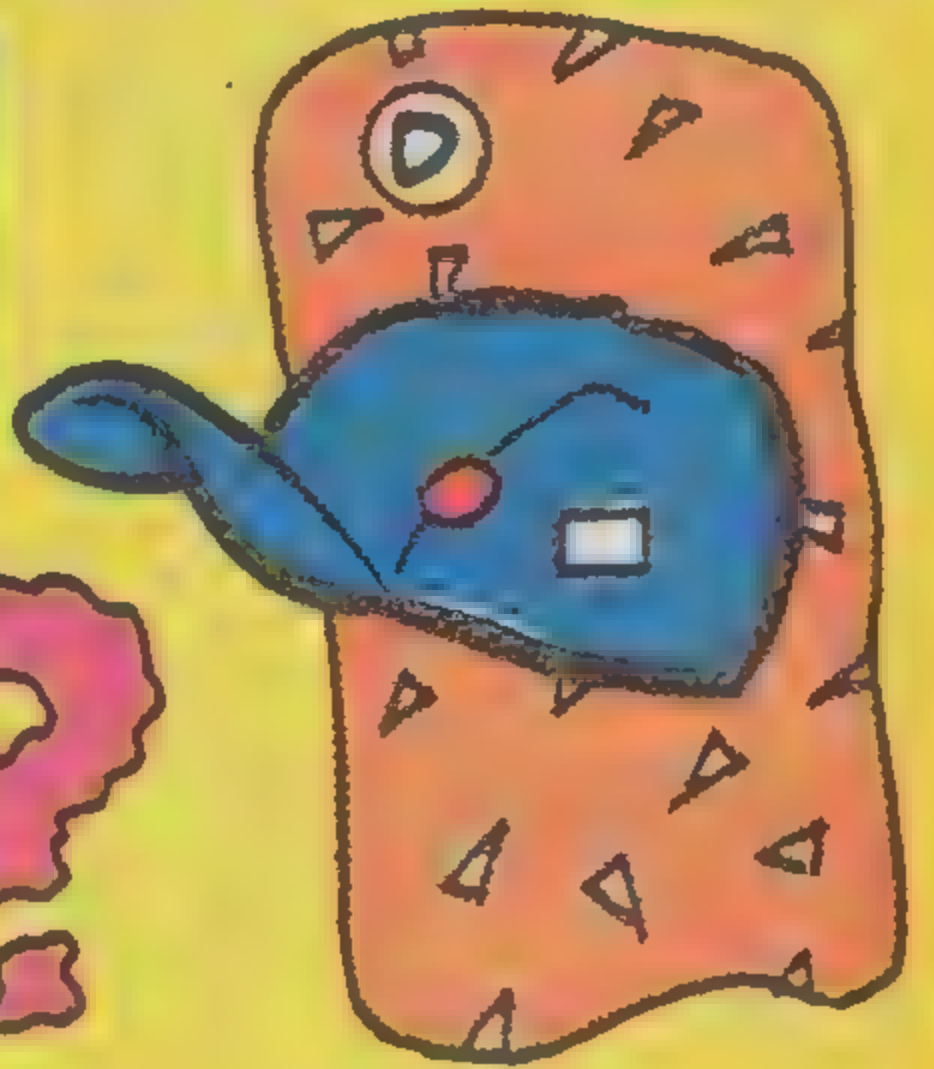
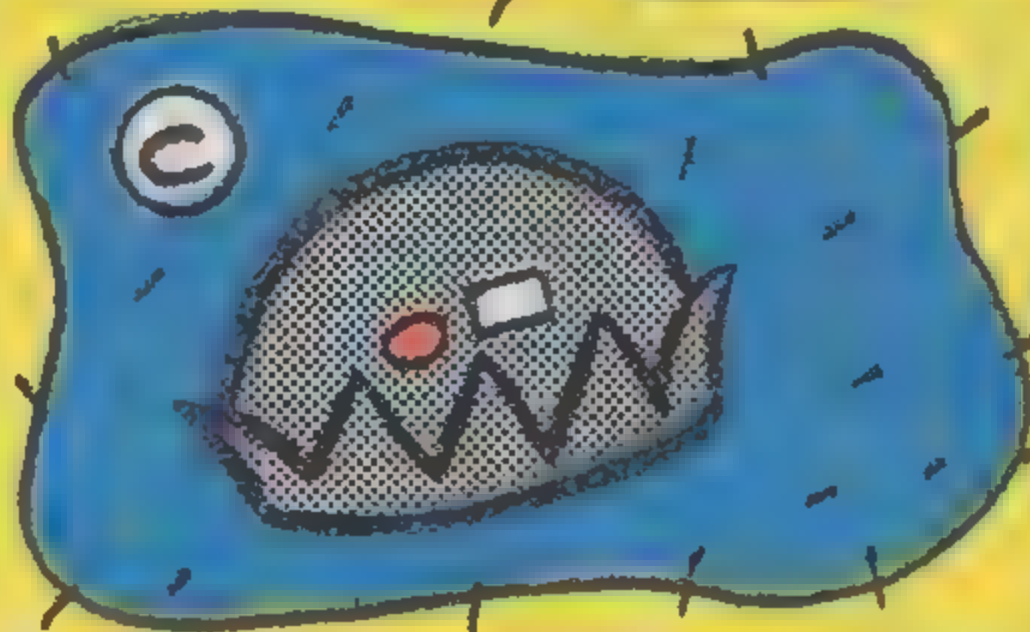
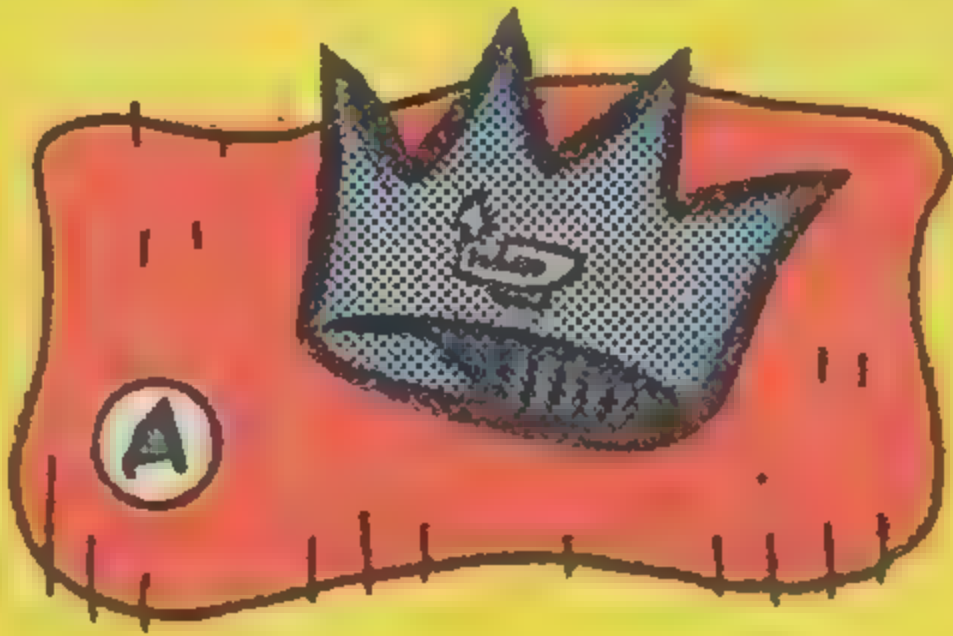
Jughead

TRIVIA

PRESENTING... A QUIZ COVERING SOME TOTALLY WORTHLESS INFORMATION ABOUT JUGHEAD!!



① PUT THE FOLLOWING "JUGHEAD HATS" IN CHRONOLOGICAL ORDER.



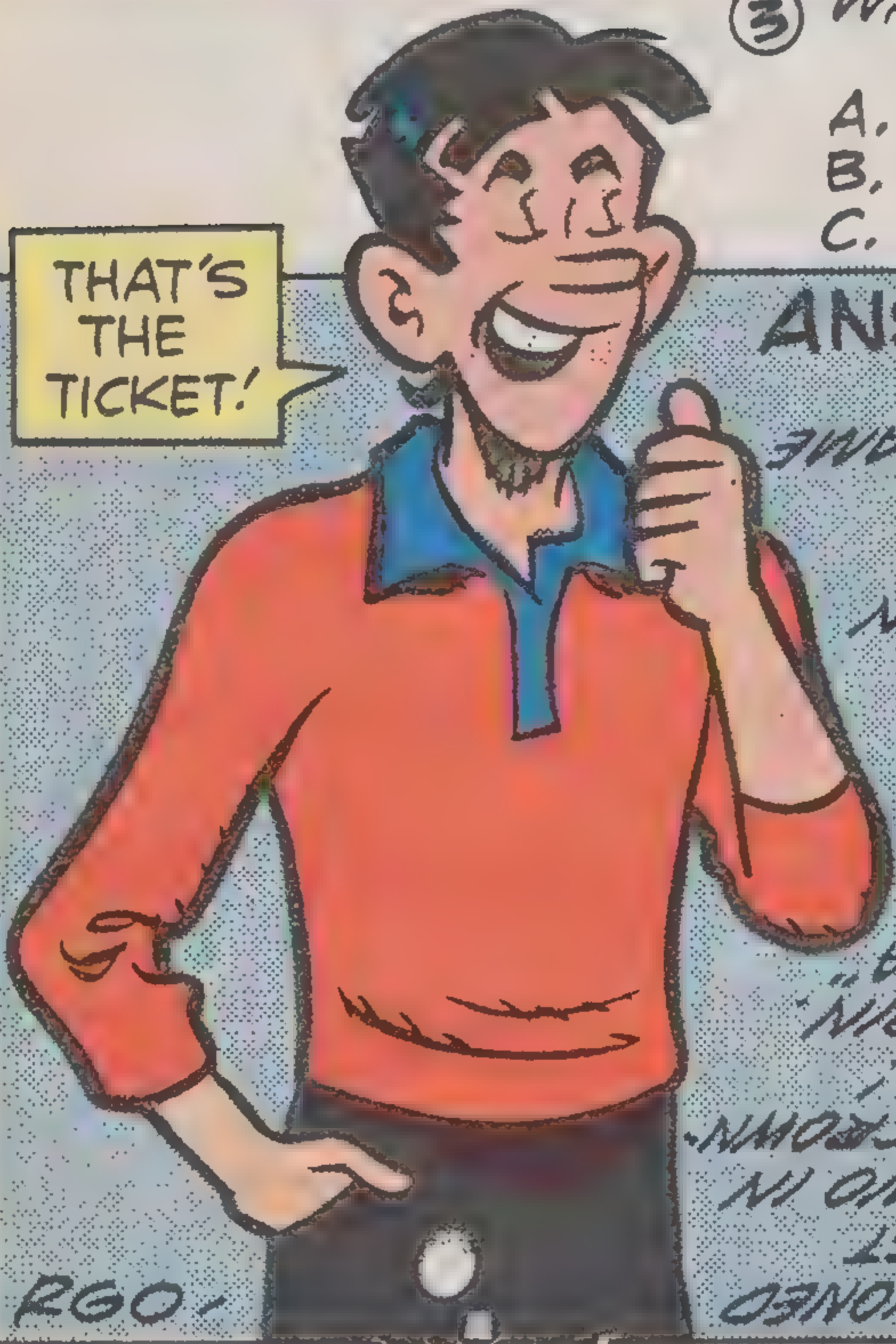
② WHAT ARE THOSE LITTLE THINGS ON JUGHEAD'S HAT?! (YOU KNOW, THE ROUND THING AND THE RECTANGULAR THING.)



③ WHAT'S JUG'S REAL, FULL, GIVEN NAME?

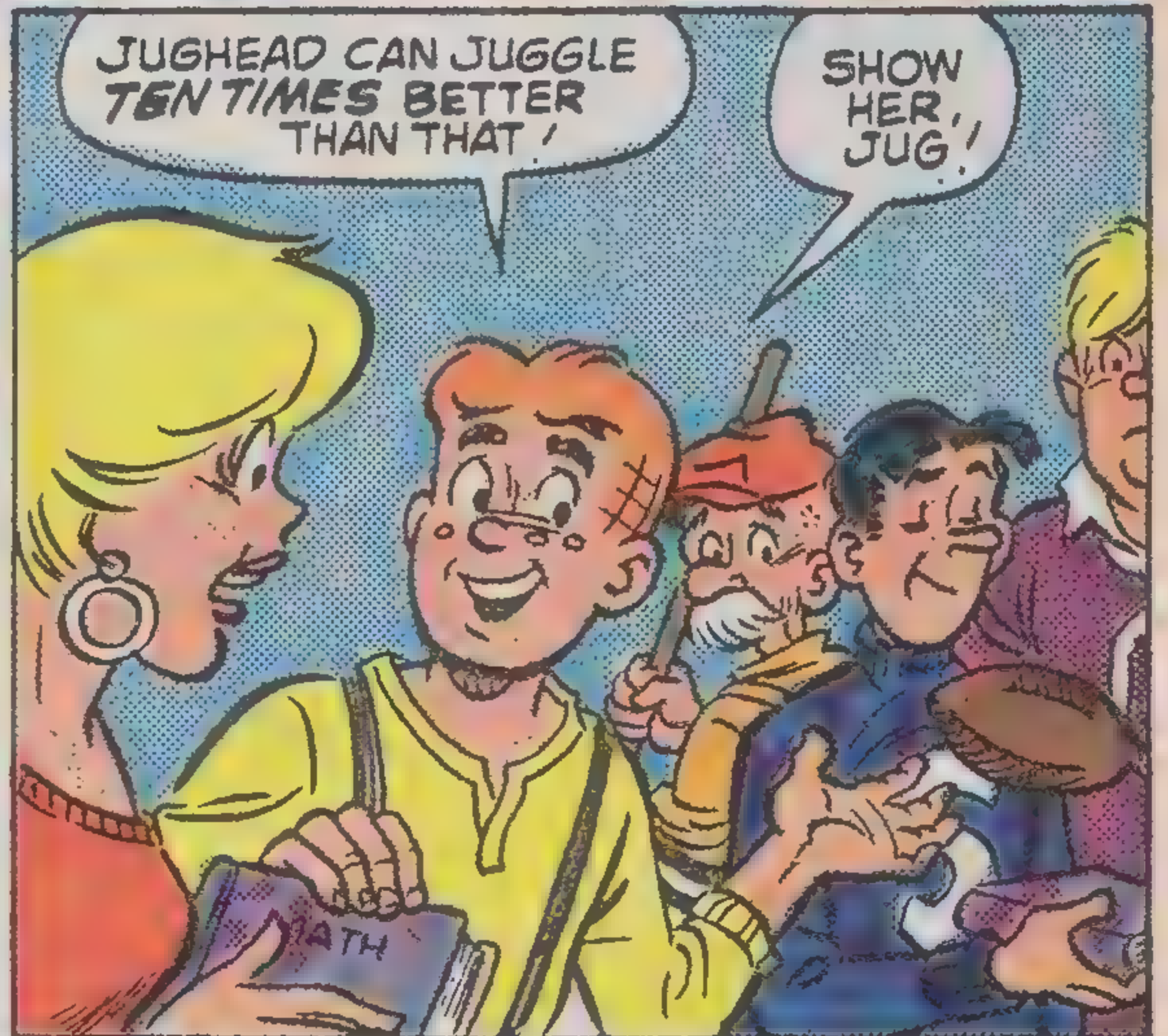
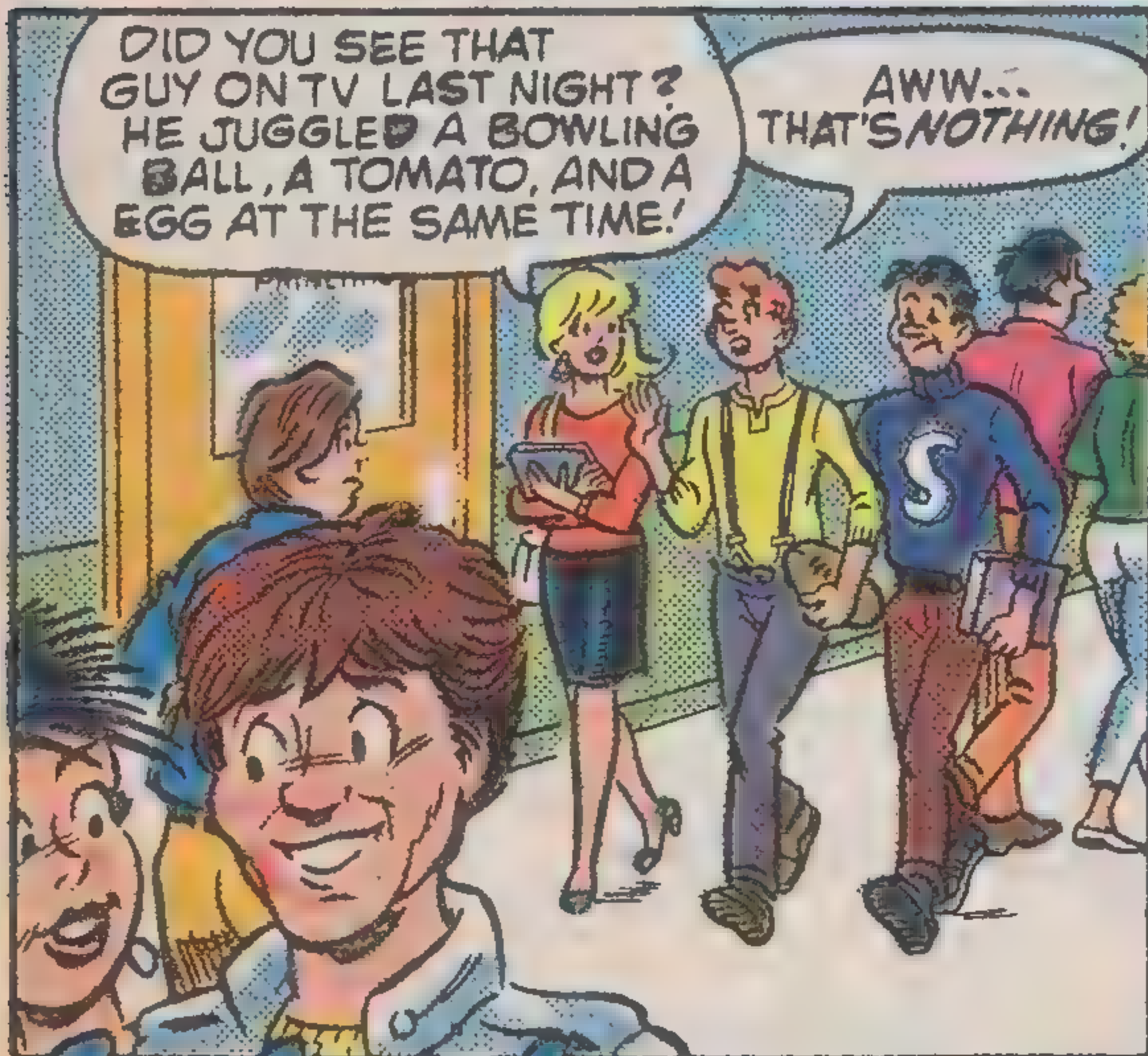
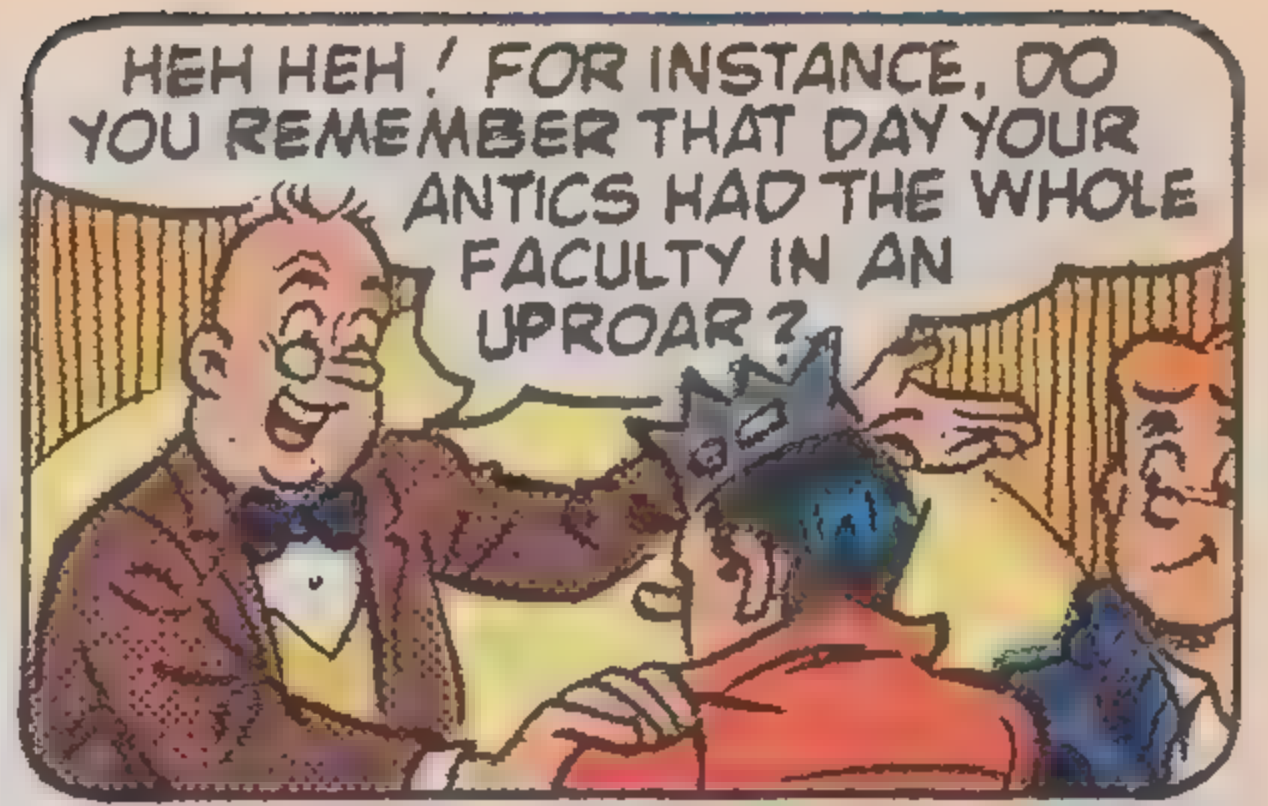
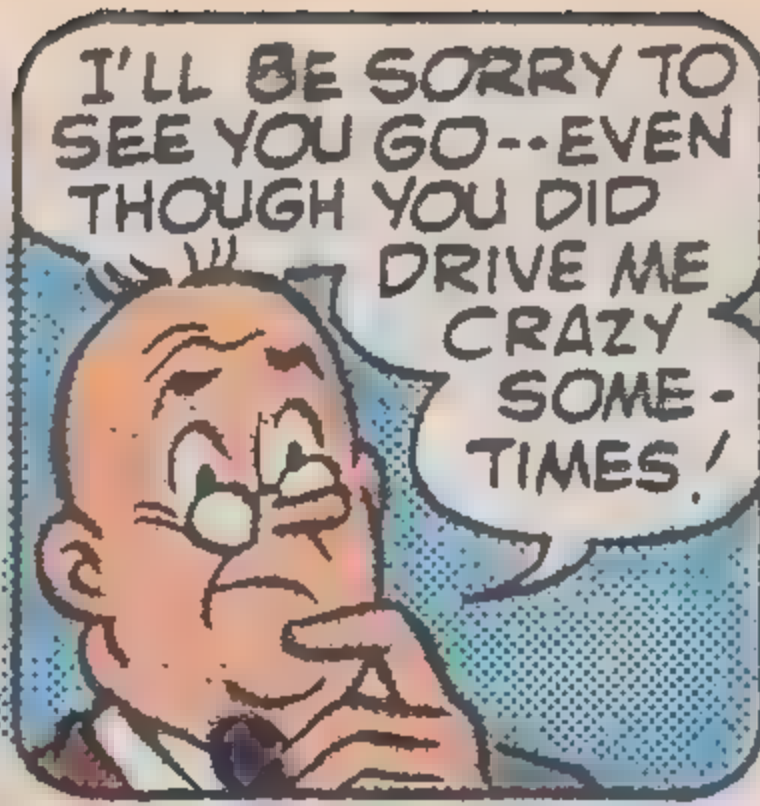
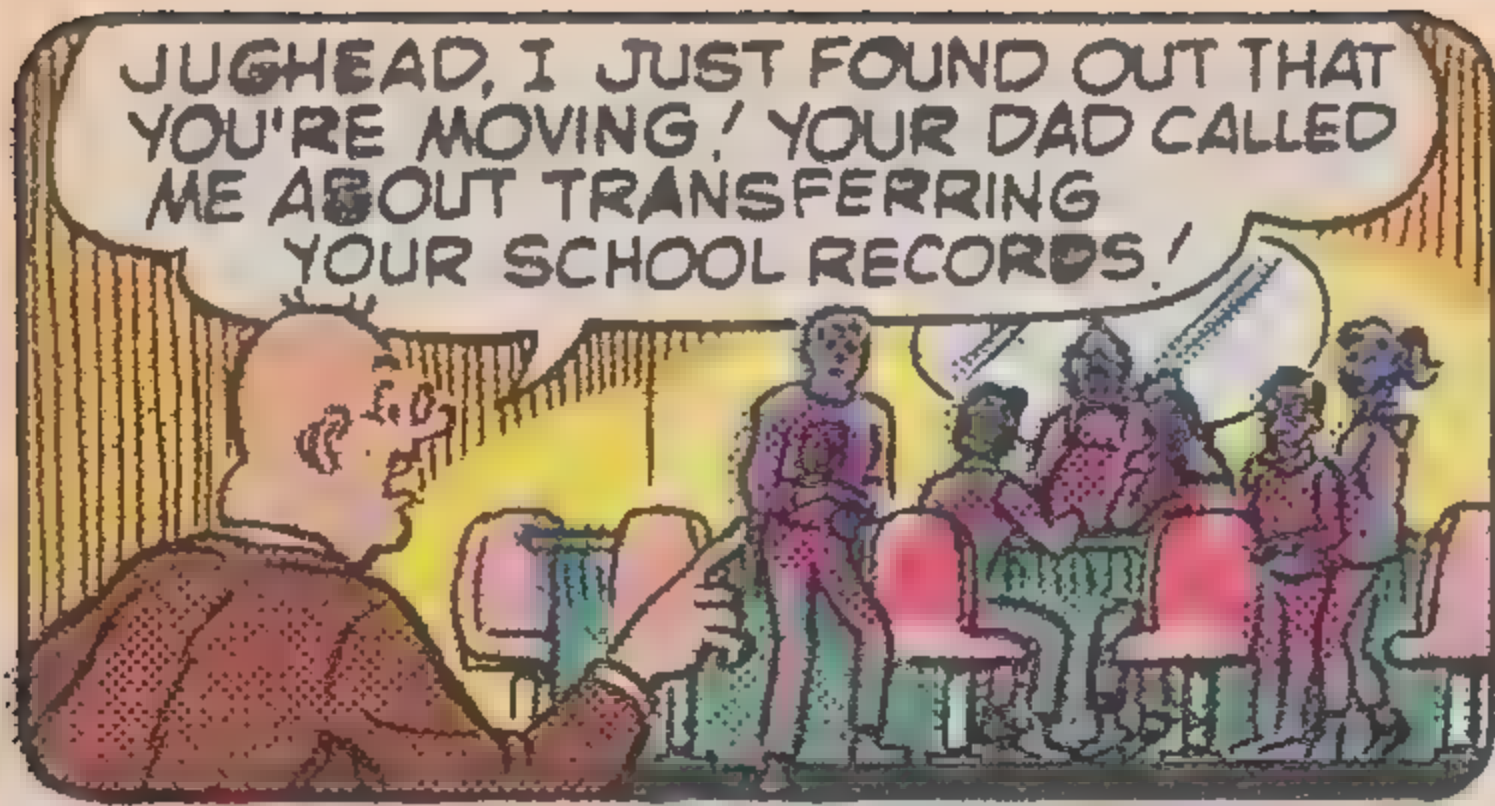
- A. FORSYTHE P. JONES
- B. DEXTER TAYLOR
- C. JOHN FORSYTHE

THAT'S THE TICKET!

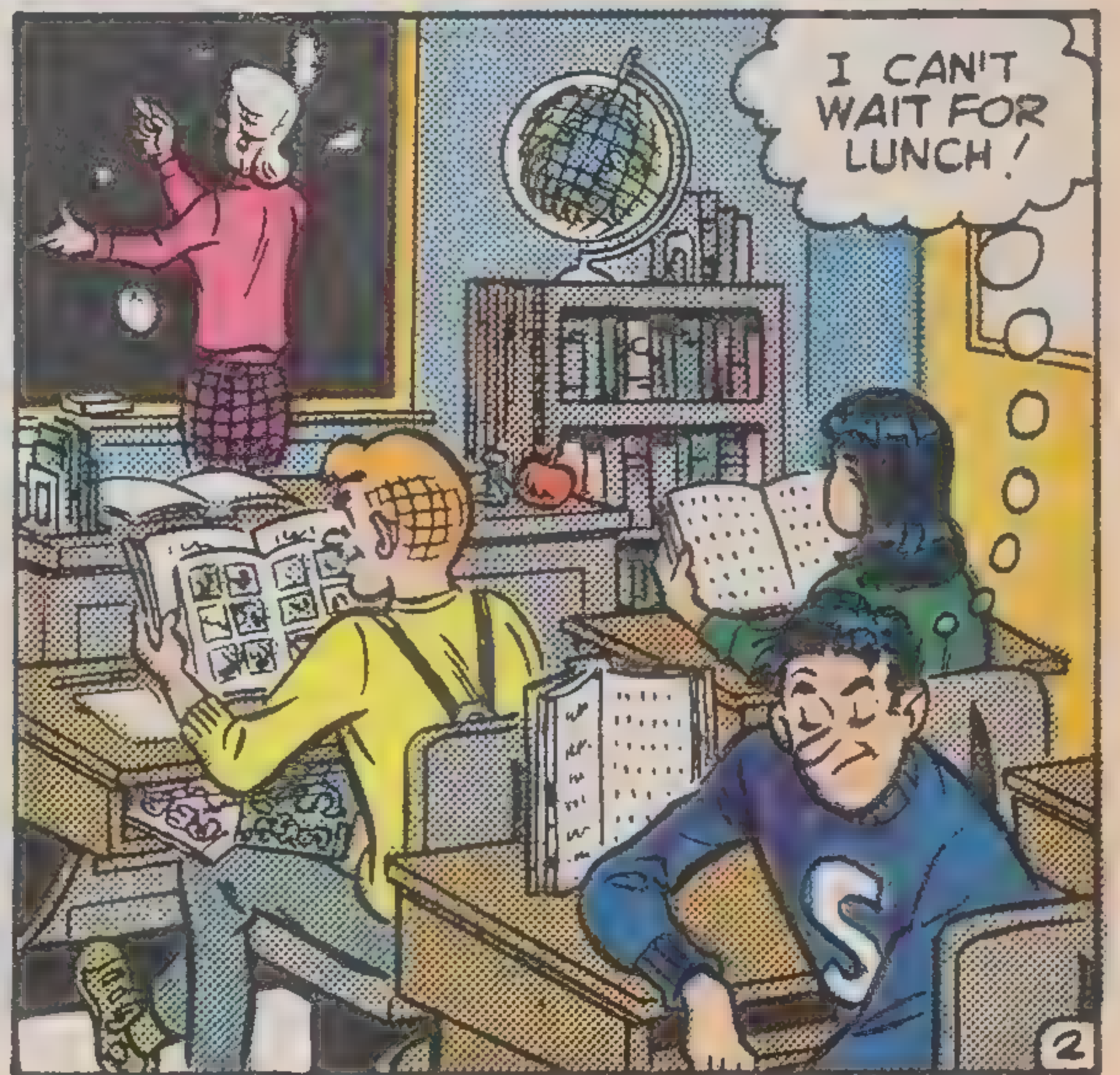
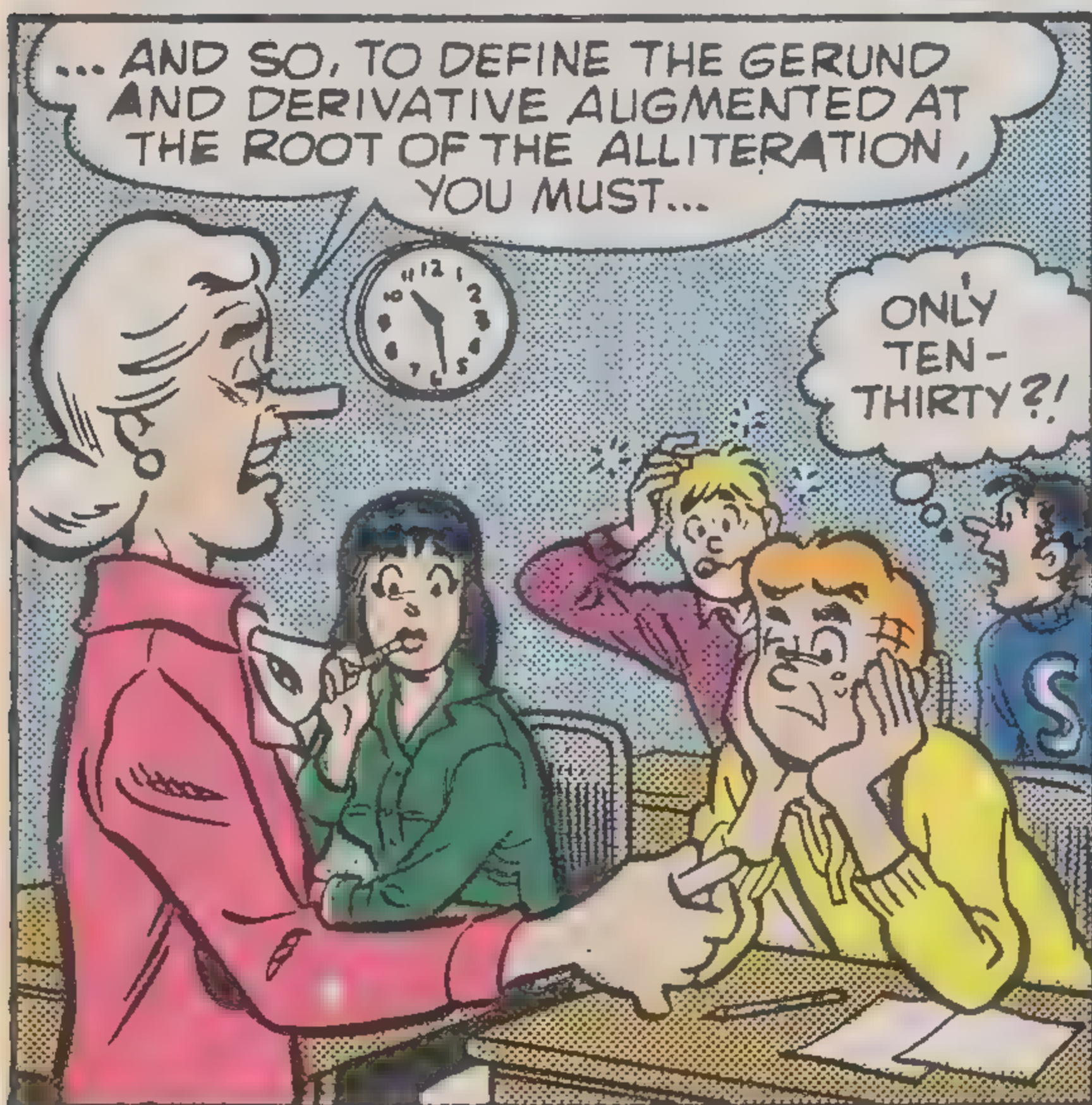
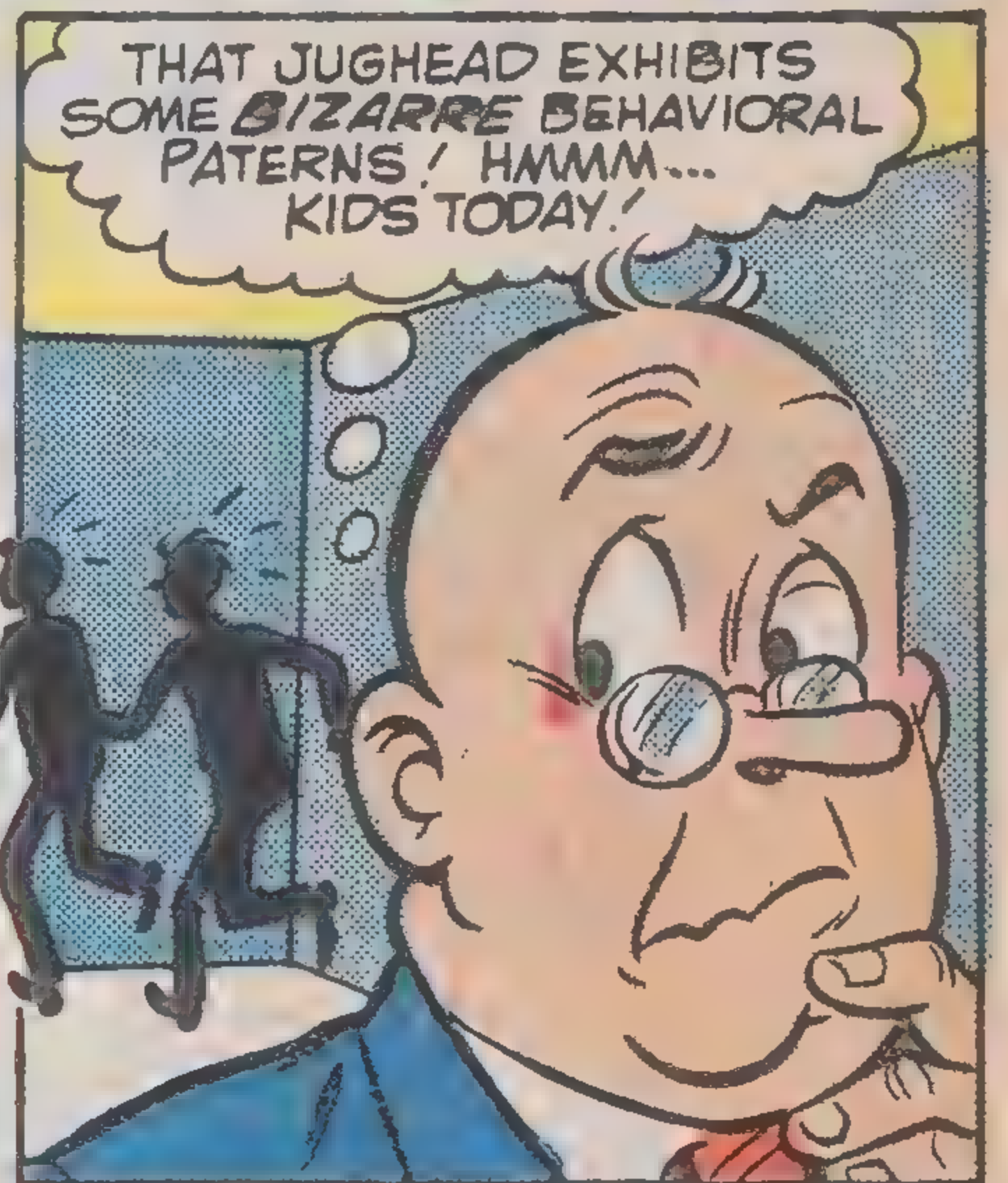
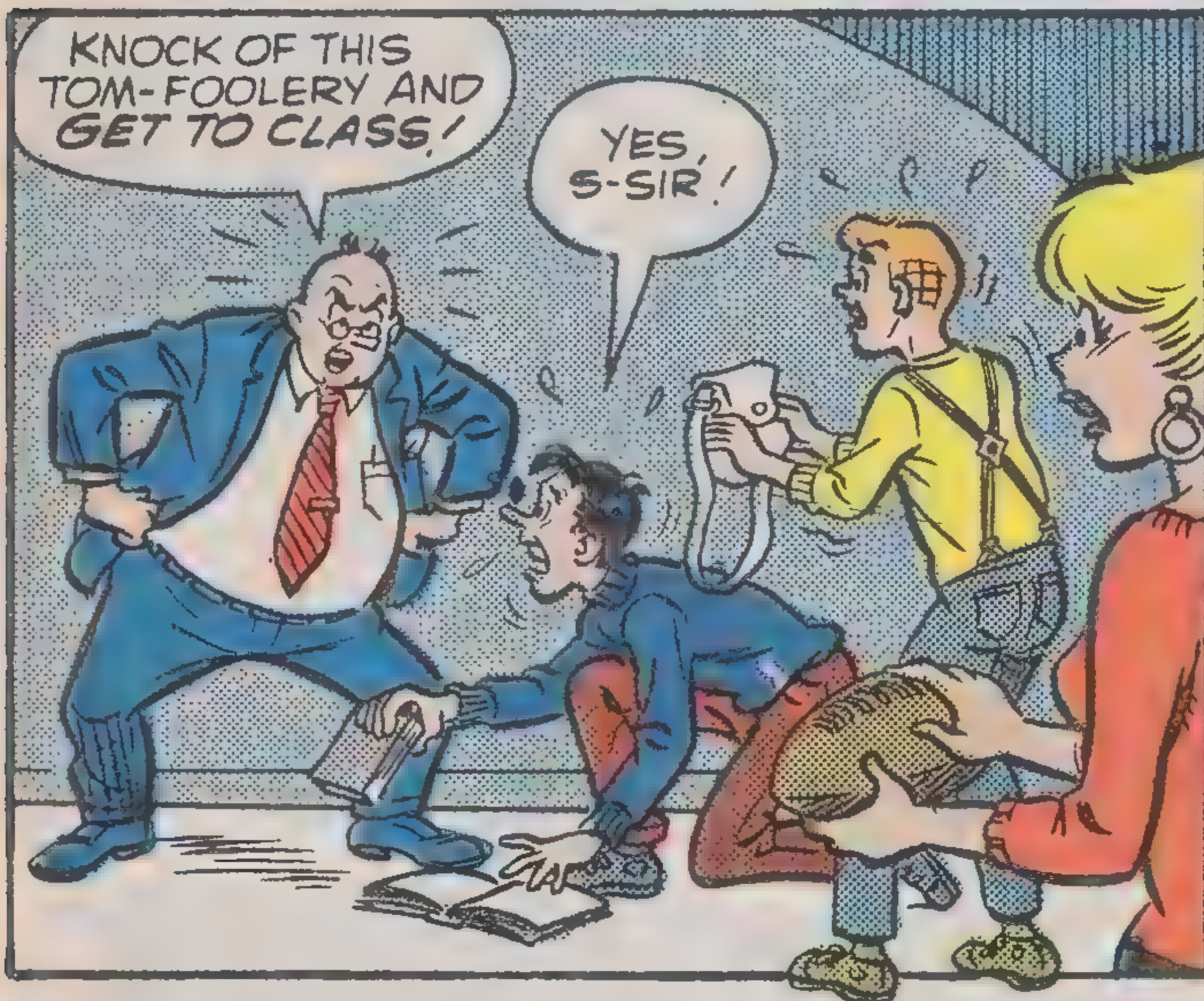
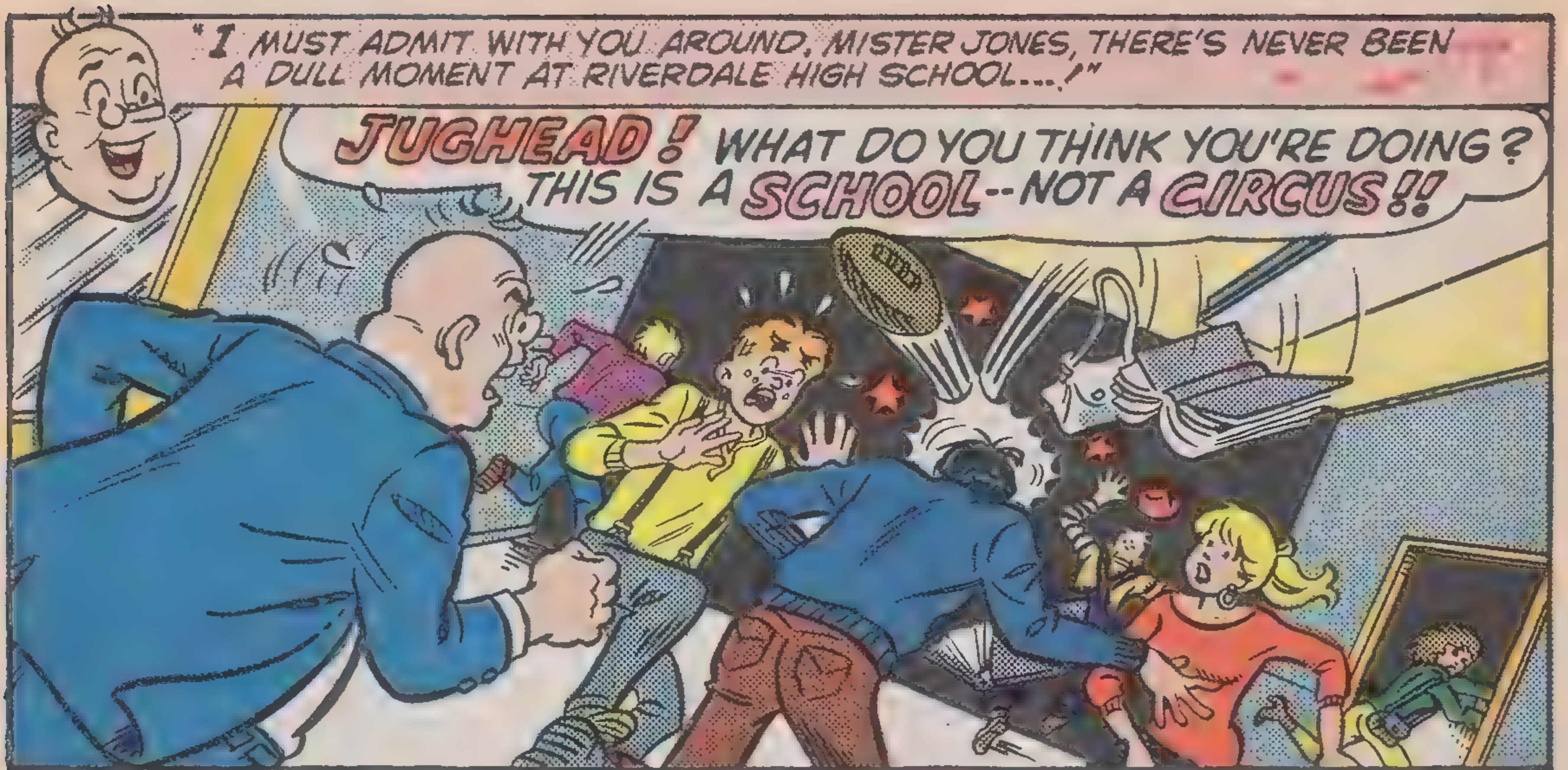


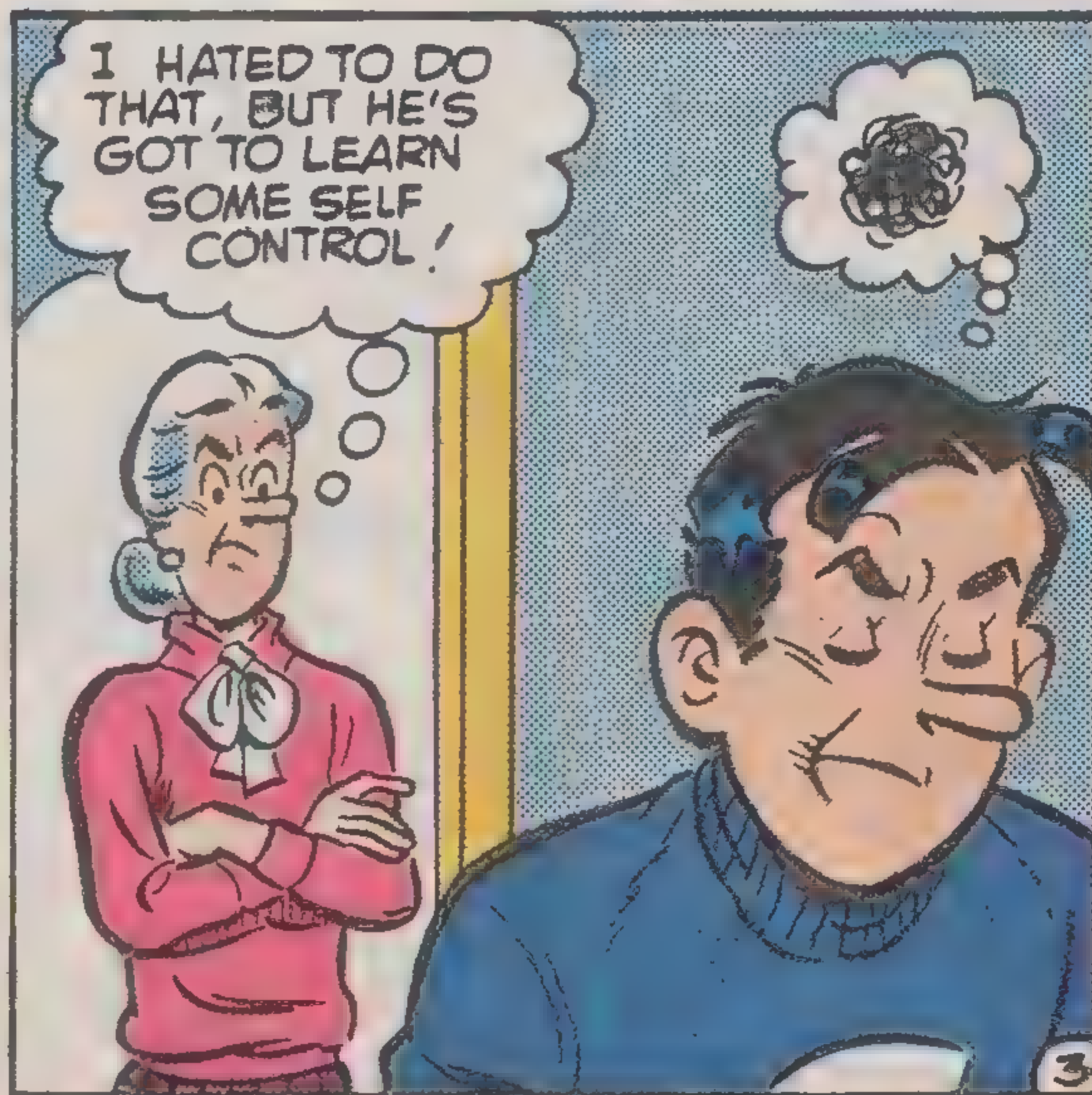
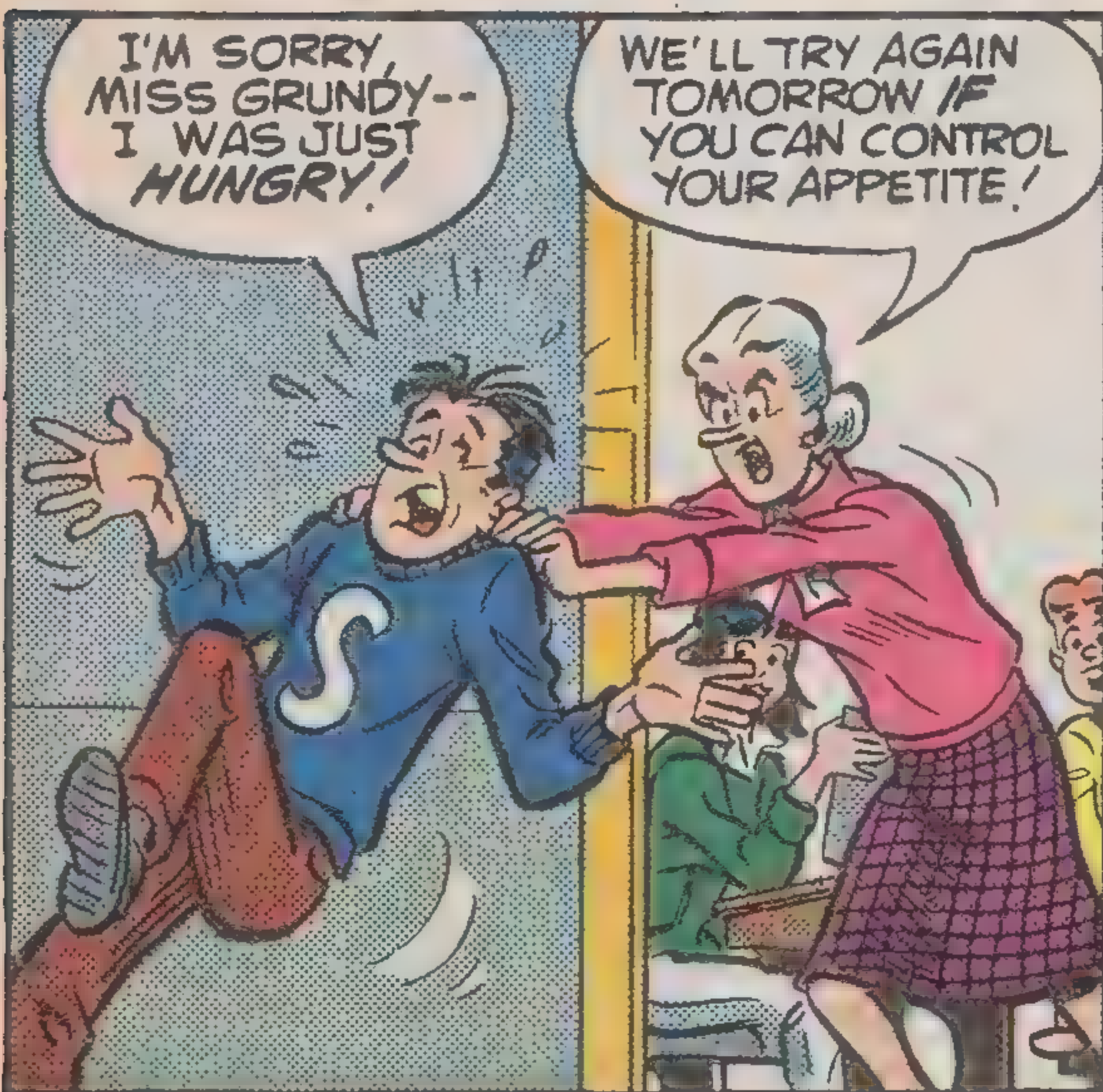
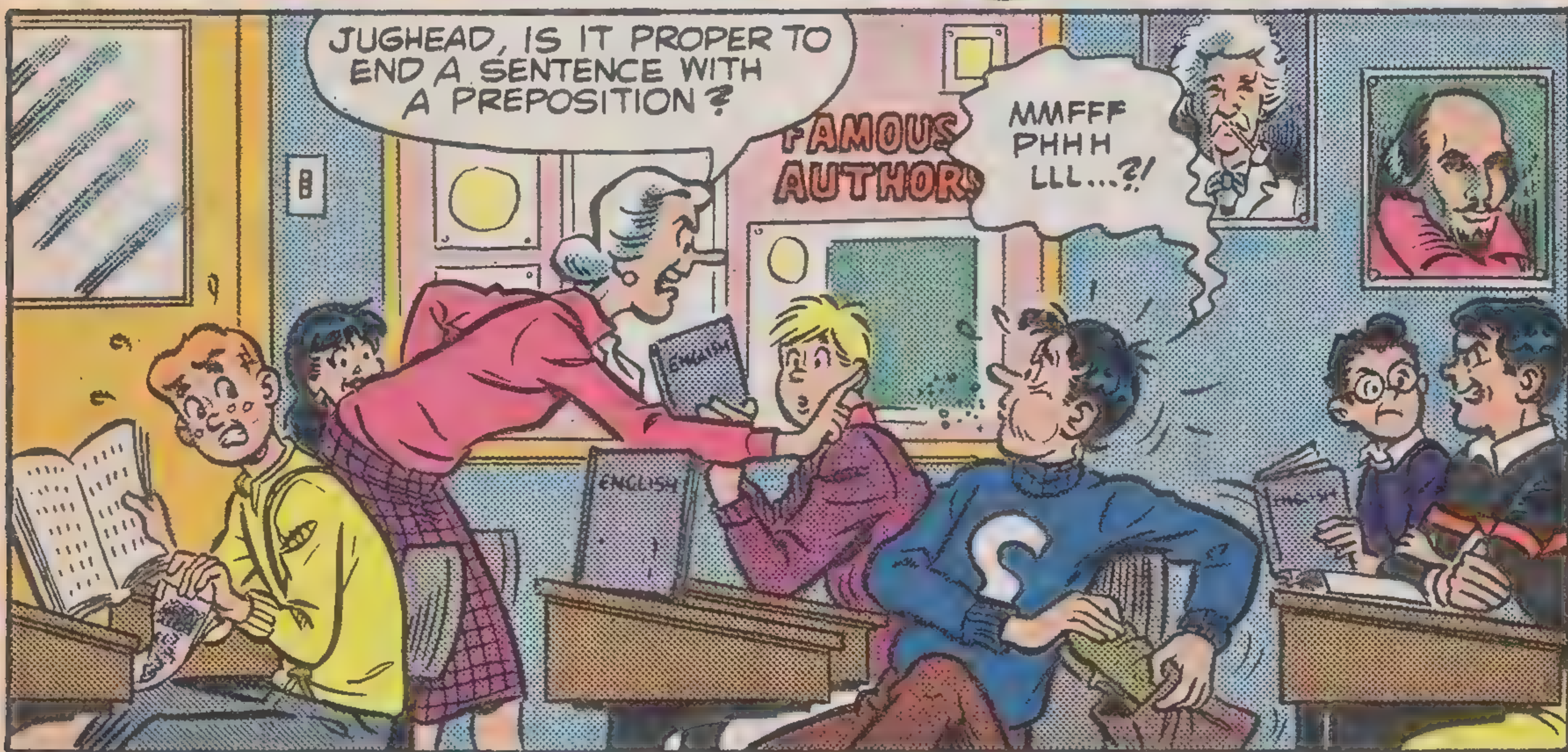
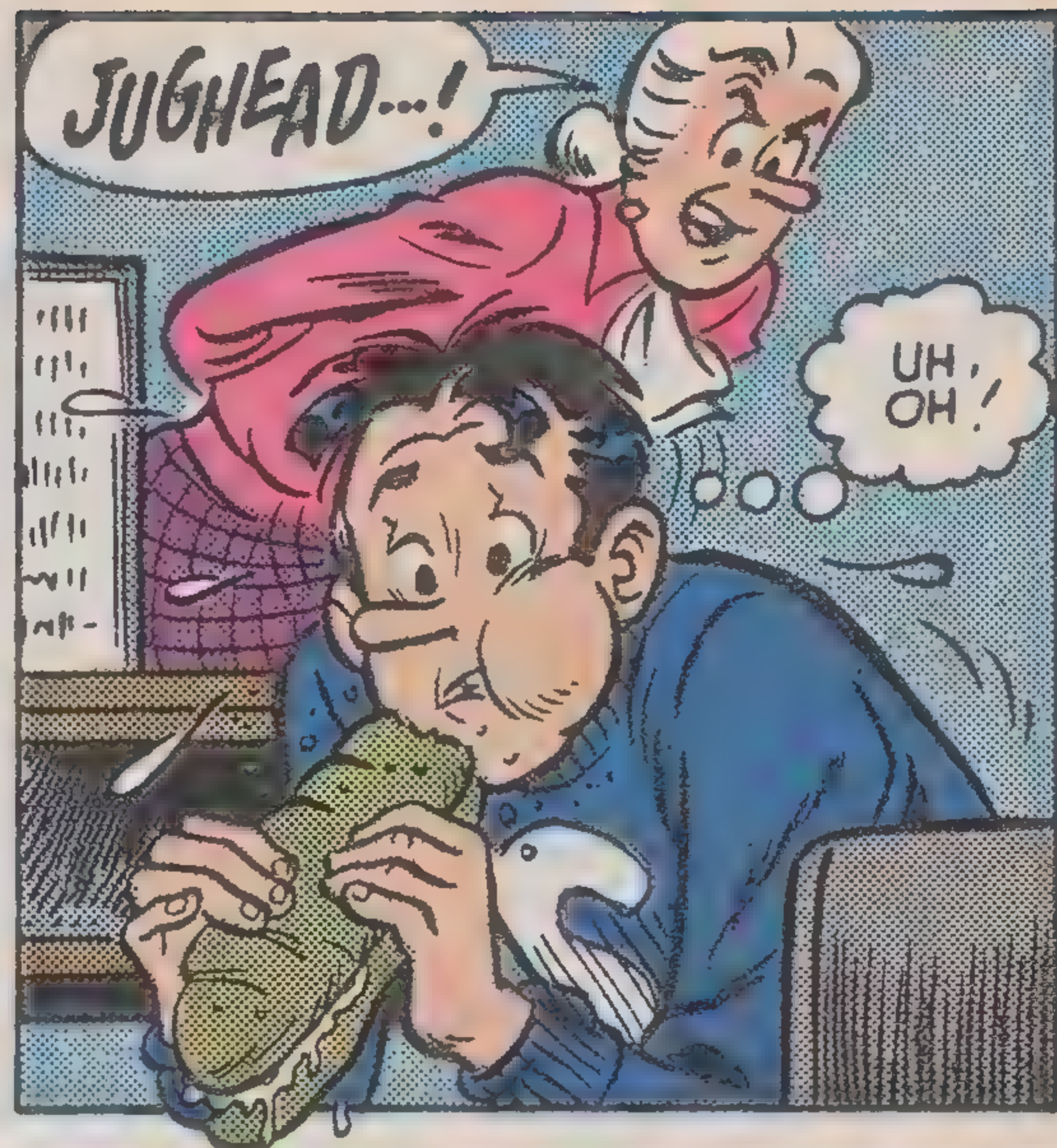
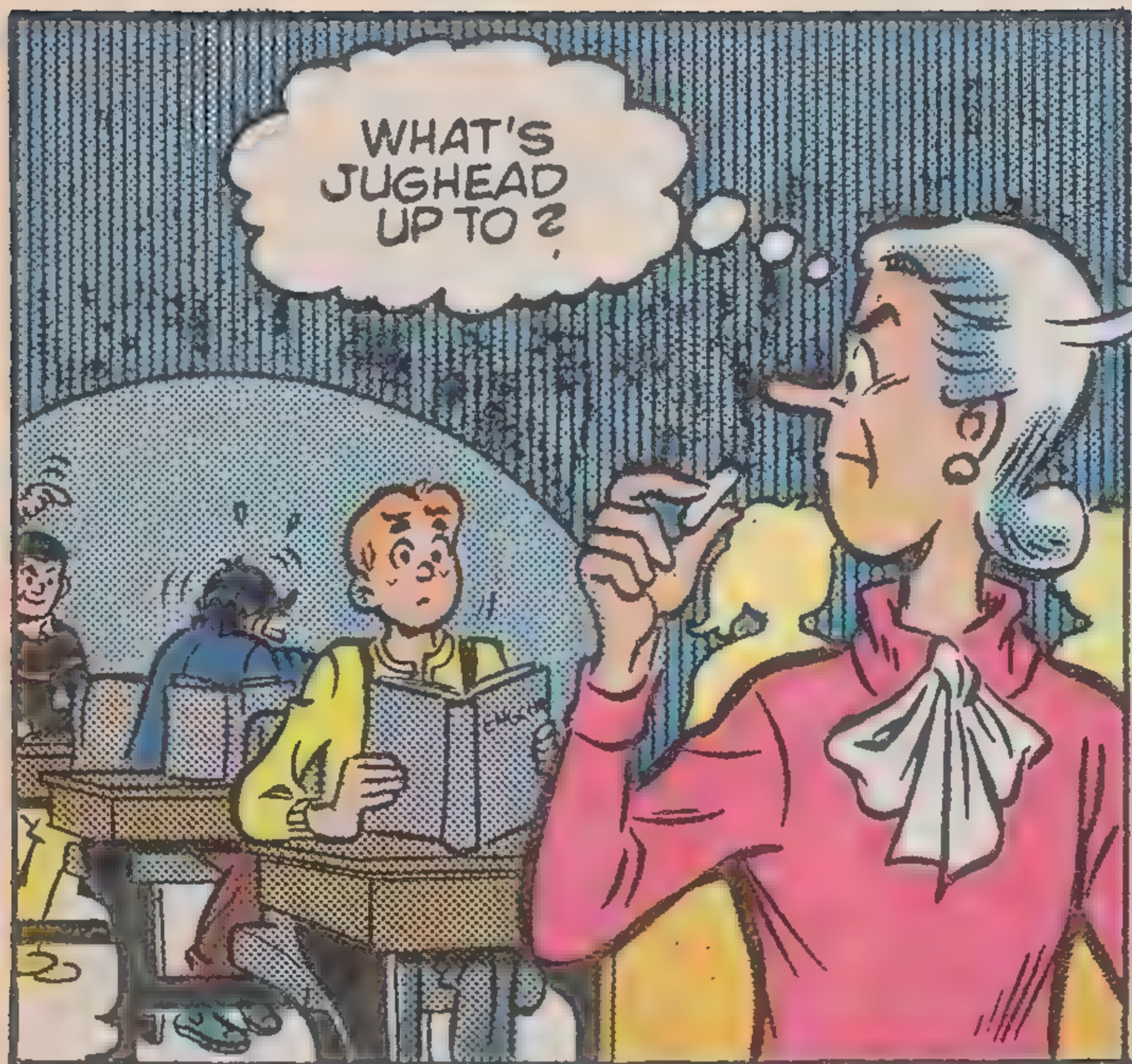
ANSWERS: ...AND A LITTLE BIT OF JUGHEAD HISTORY!!

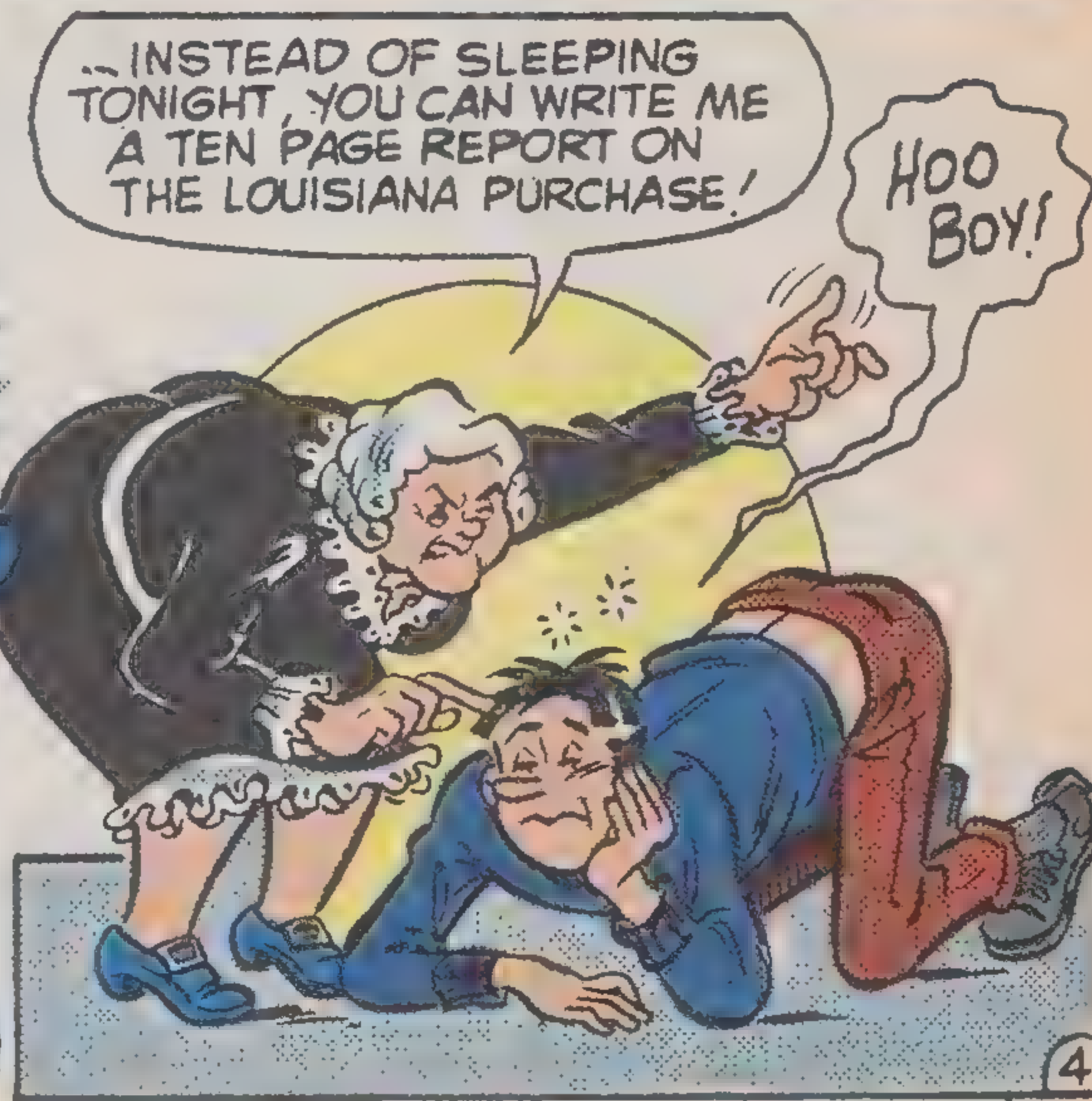
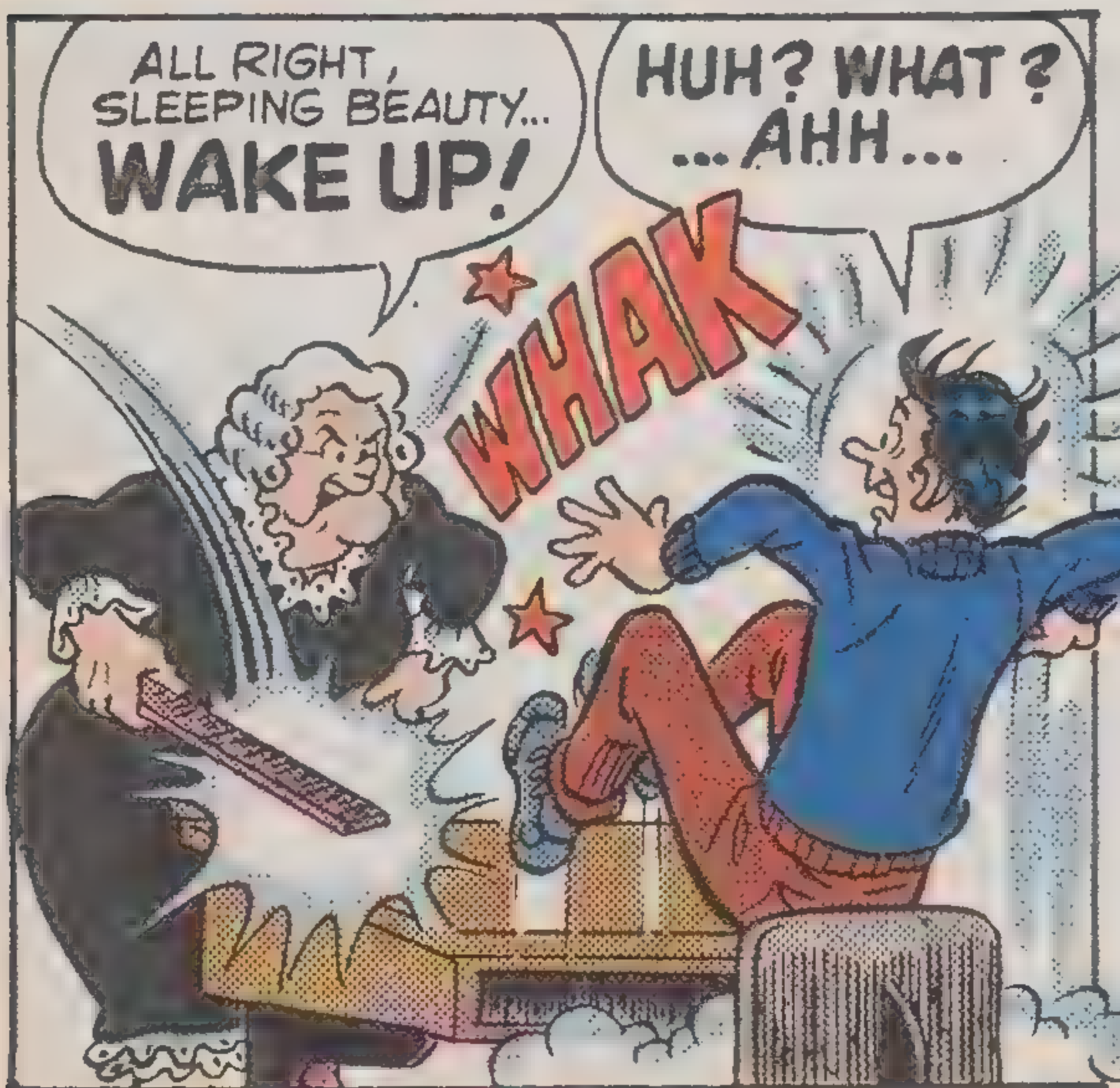
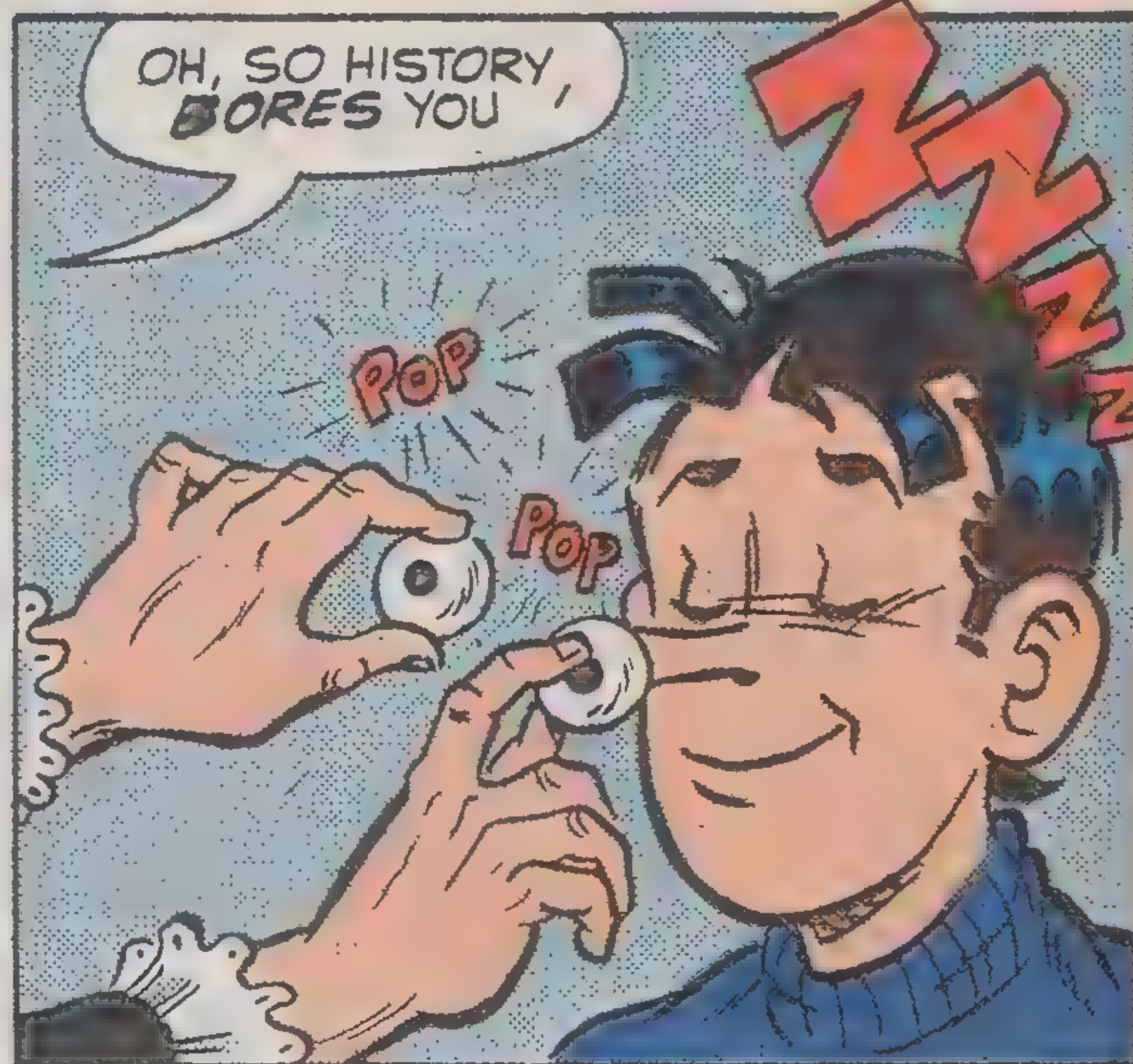
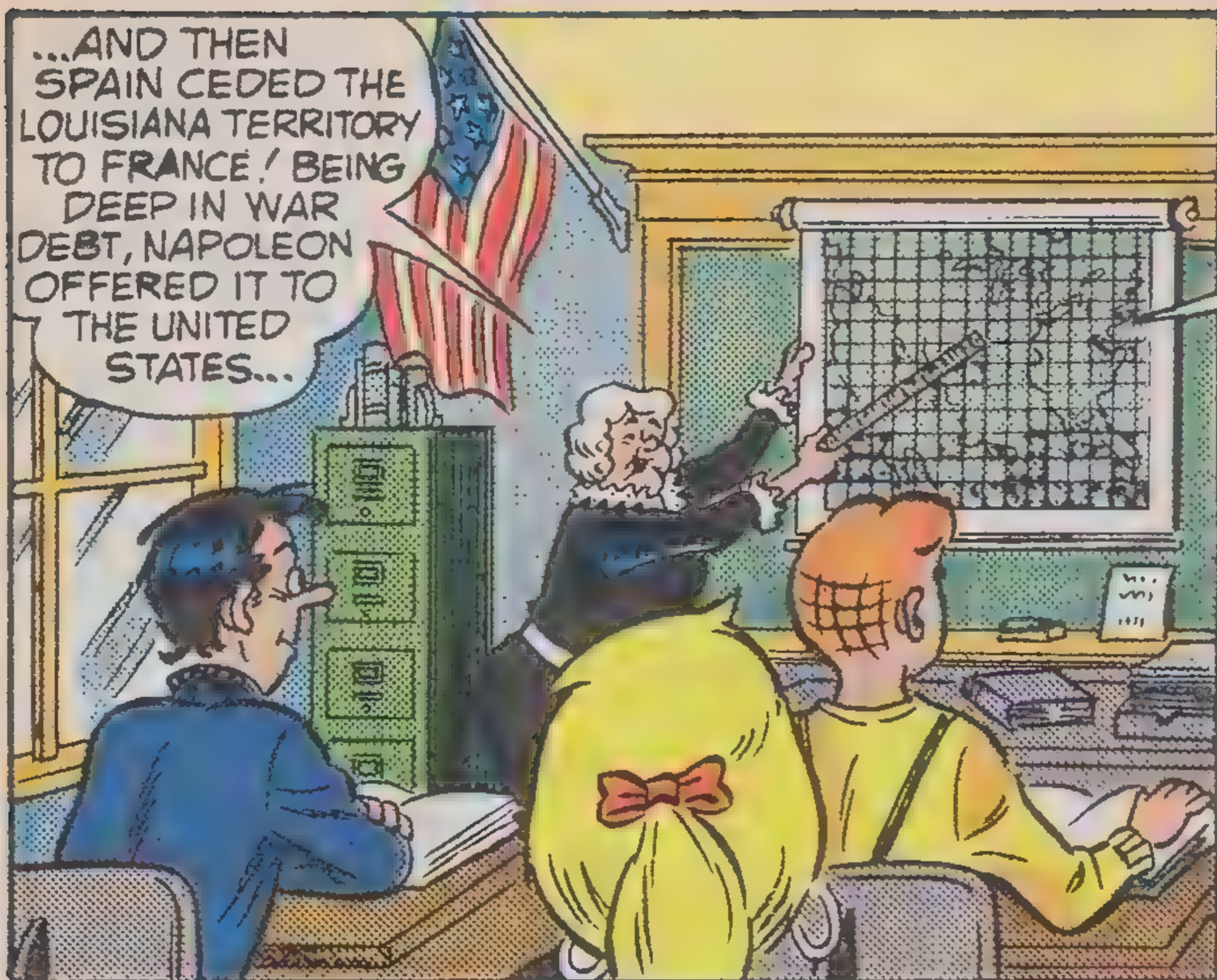
1. C. THE ORIGINAL "BEANIE" FASHIONED FROM A MODIFIED FEDORA, IT FIRST APPEARED IN 1941. B. NUMBER TWO IN BEANIE EVOLUTION. TODAY, THIS "CROWN" IS CLASSIC JUGHEAD HEADGEAR! A. THE CROWN WITH THE MAGIC PIN. THIS RIG MADE GIRLS GO "GA-GA" OVER THE JUG-MAN! D. FINALLY, THIS CHANGE OF PACE IN HATS. (C'MON, KIDS, EVEN JUGHEAD LIKES A LITTLE VARIETY! 2. YESSIR, THEY'RE PINKBACK BUTTONS! THE ROUND ONE IS AN ORIGINAL "WIN WITH WILKIE" BUTTON! 3. B. DEXTER TAYLOR (ONLY KIDDING! JUG'S REAL NAME IS FORSYTHE P. JONES



★ ARCHIE COMICS AND DIGESTS ARE NOW ON SALE AT ALL B. DALTON ★
STORES, WALDENBOOKS AND AT MOST SUPERMARKET CHECK-OUTS!!★







DON'T MISS THIS OFFER! ARCHIE DIGESTS COST ONLY \$1.00 EACH WHEN YOU SUBSCRIBE!

SUBSCRIBE AND SAVE \$1.75 ON EACH FIVE-ISSUE SUBSCRIPTION!!

NEVER MISS ANOTHER ISSUE! GET THE NEXT FIVE ISSUES OF YOUR FAVORITE DIGEST FOR ONLY \$5.00! SAVE 35¢ ON EACH ISSUE! SUBSCRIBE AND HAVE EACH ISSUE MAILED TO YOUR HOME!

POSTAGE AND HANDLING PAID!!



MAIL TO:

ARCHIE'S SPECIAL DIGEST SUBSCRIPTION OFFER
c/o ARCHIE COMIC PUB., INC.
325 FAYETTE AVENUE
MAMARONECK, NY 10543

FILL IN THIS HANDY COUPON AND MAIL IT IN TODAY!!



FOR EACH TITLE CHECKED BELOW, I HAVE ENCLOSED \$5.00! (FOREIGN ORDERS MUST ADD \$3.00 PER TITLE CHECKED FOR ADDITIONAL POSTAGE AND HANDLING.) I WILL RECEIVE THE NEXT FIVE ISSUES OF EACH SUBSCRIPTION I HAVE ORDERED! I SAVE \$1.75 OFF THE NEWSSTAND PRICE OF FIVE ISSUES! I PAY ONLY \$1.00 PER ISSUE! THAT'S A SAVINGS OF 35¢ PER COPY WHEN SUBSCRIBING! (OFFER EXPIRES DECEMBER 31, 1987)



☐ ARCHIE COMICS DIGEST	☐ ARCHIE'S STORY & GAME COMICS DIGEST
☐ LAUGH COMICS DIGEST	☐ ARCHIE ANDREWS WHERE ARE YOU DIGEST
☐ LITTLE ARCHIE COMICS DIGEST	☐ BETTY AND VERONICA COMICS DIGEST
☐ JUGHEAD JONES COMICS DIGEST	☐ JUGHEAD WITH ARCHIE COMICS DIGEST

TOTAL NUMBER OF SUBSCRIPTIONS CHECKED: _____

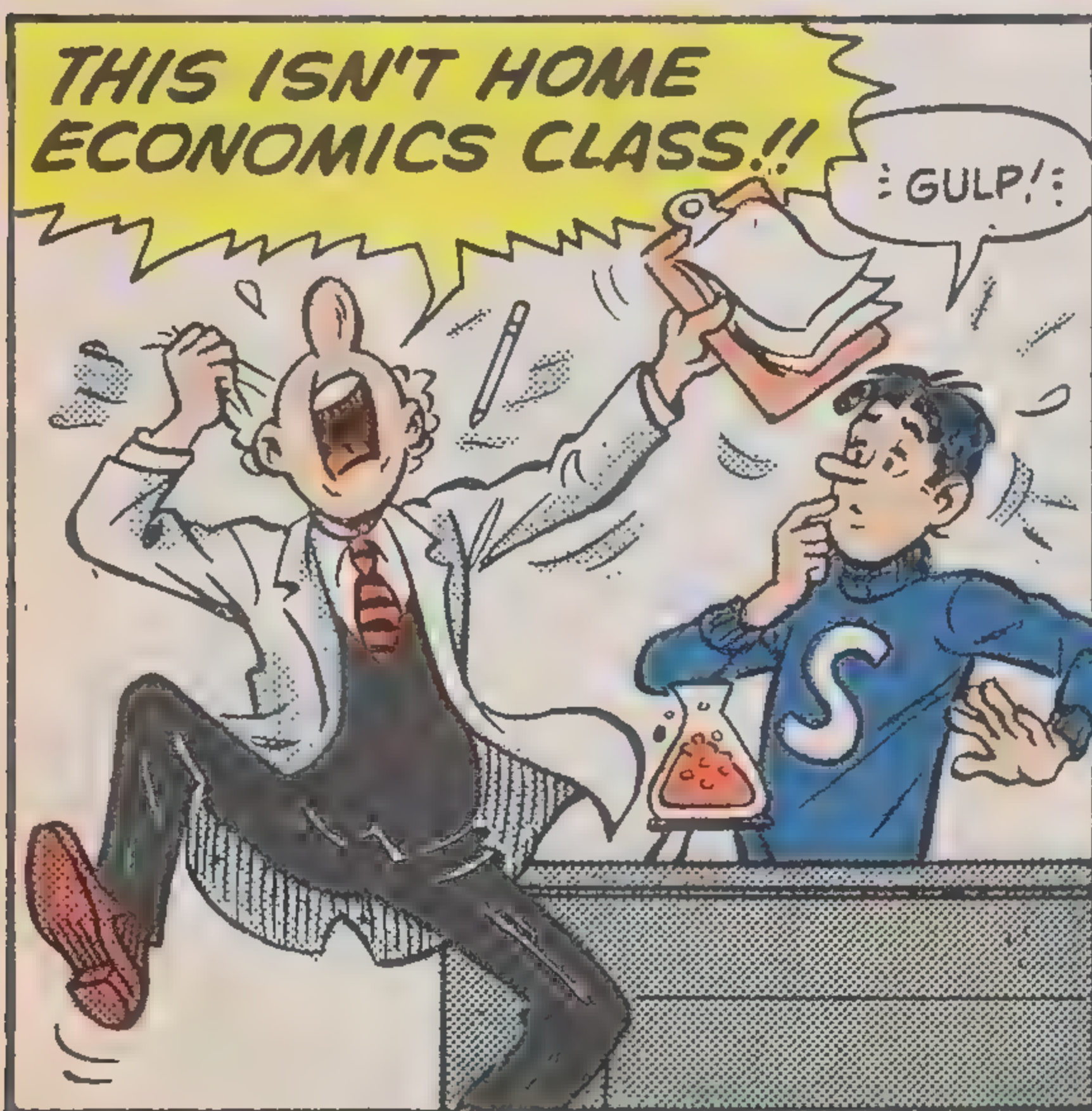
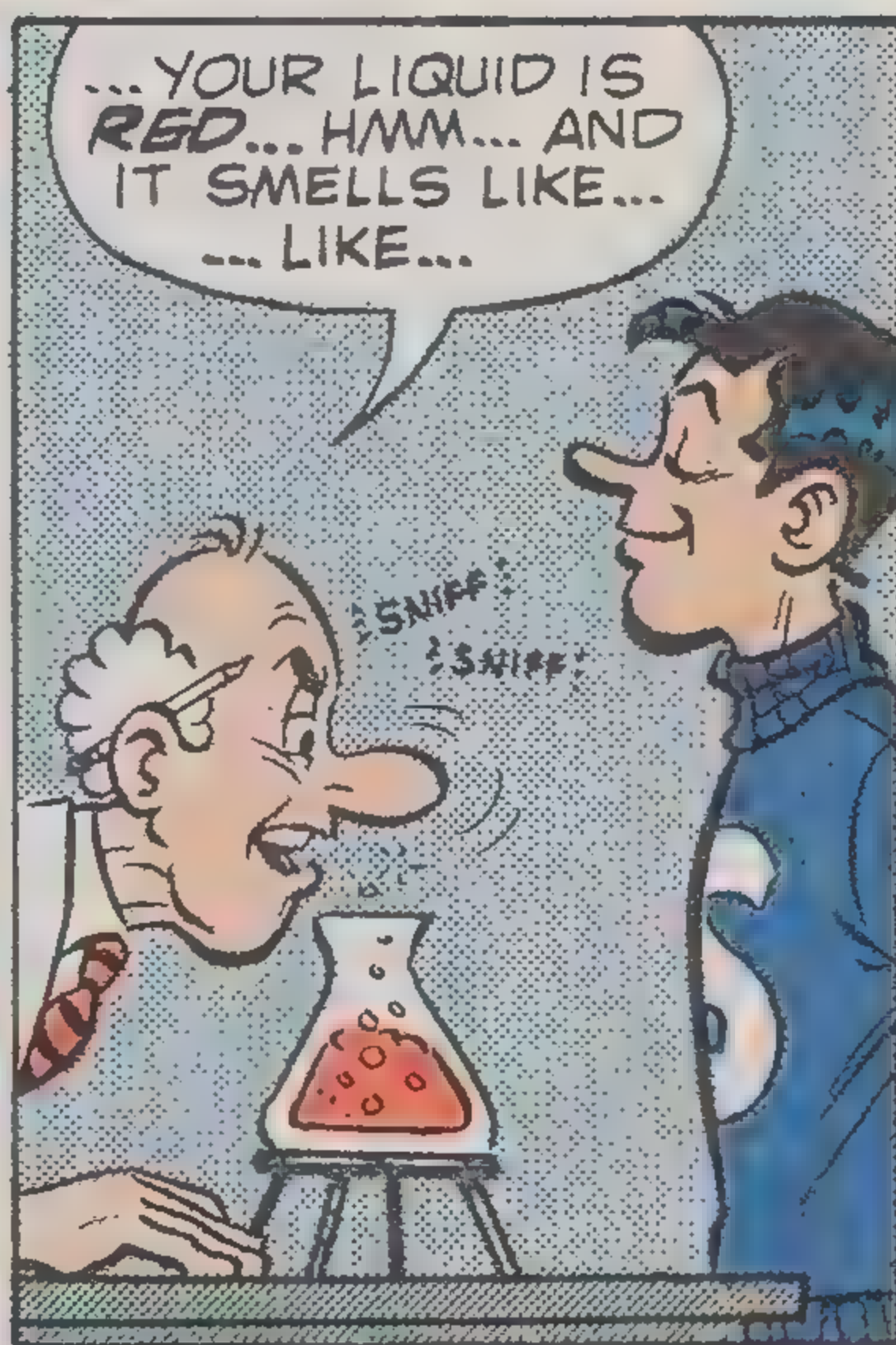
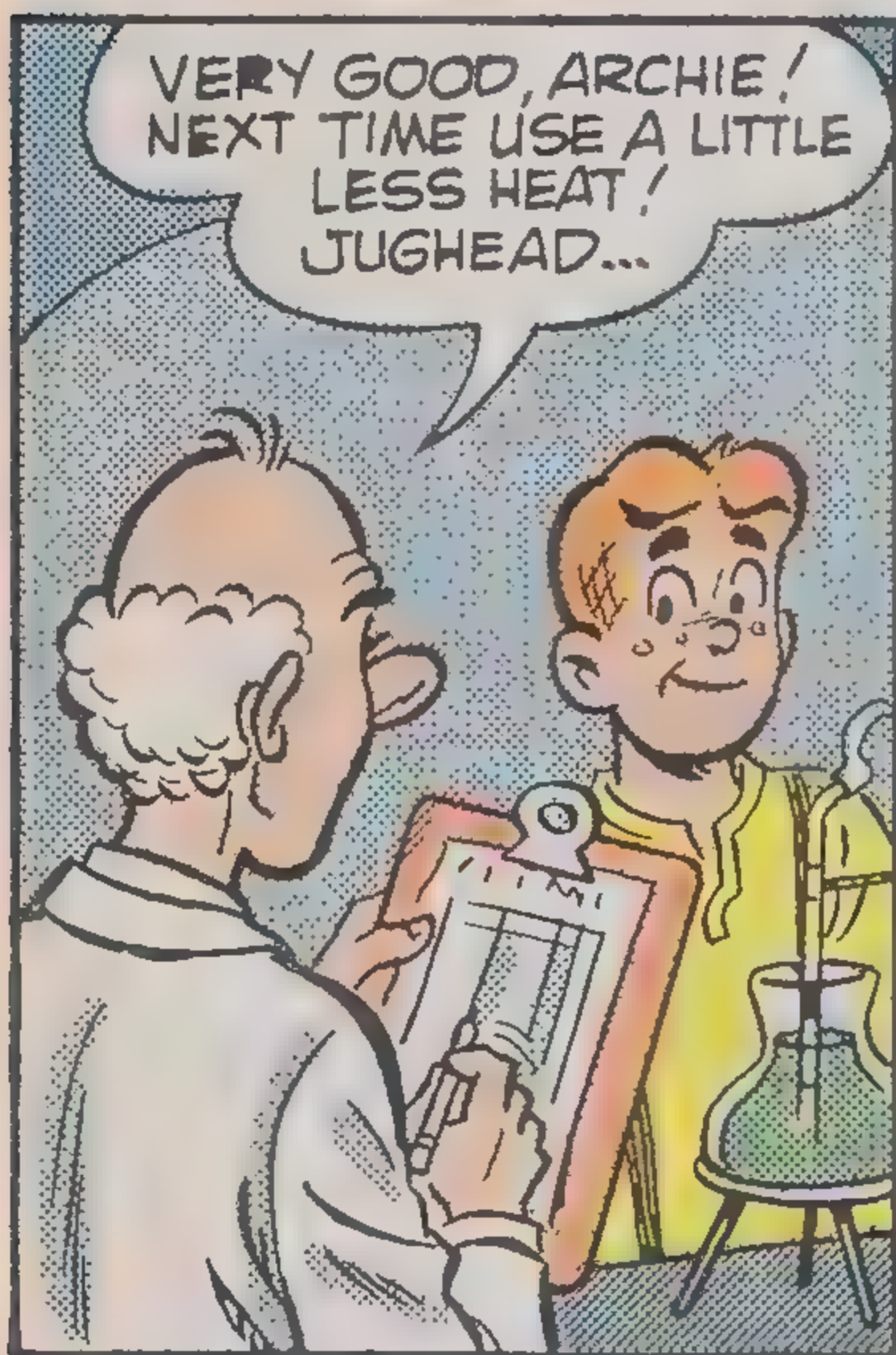
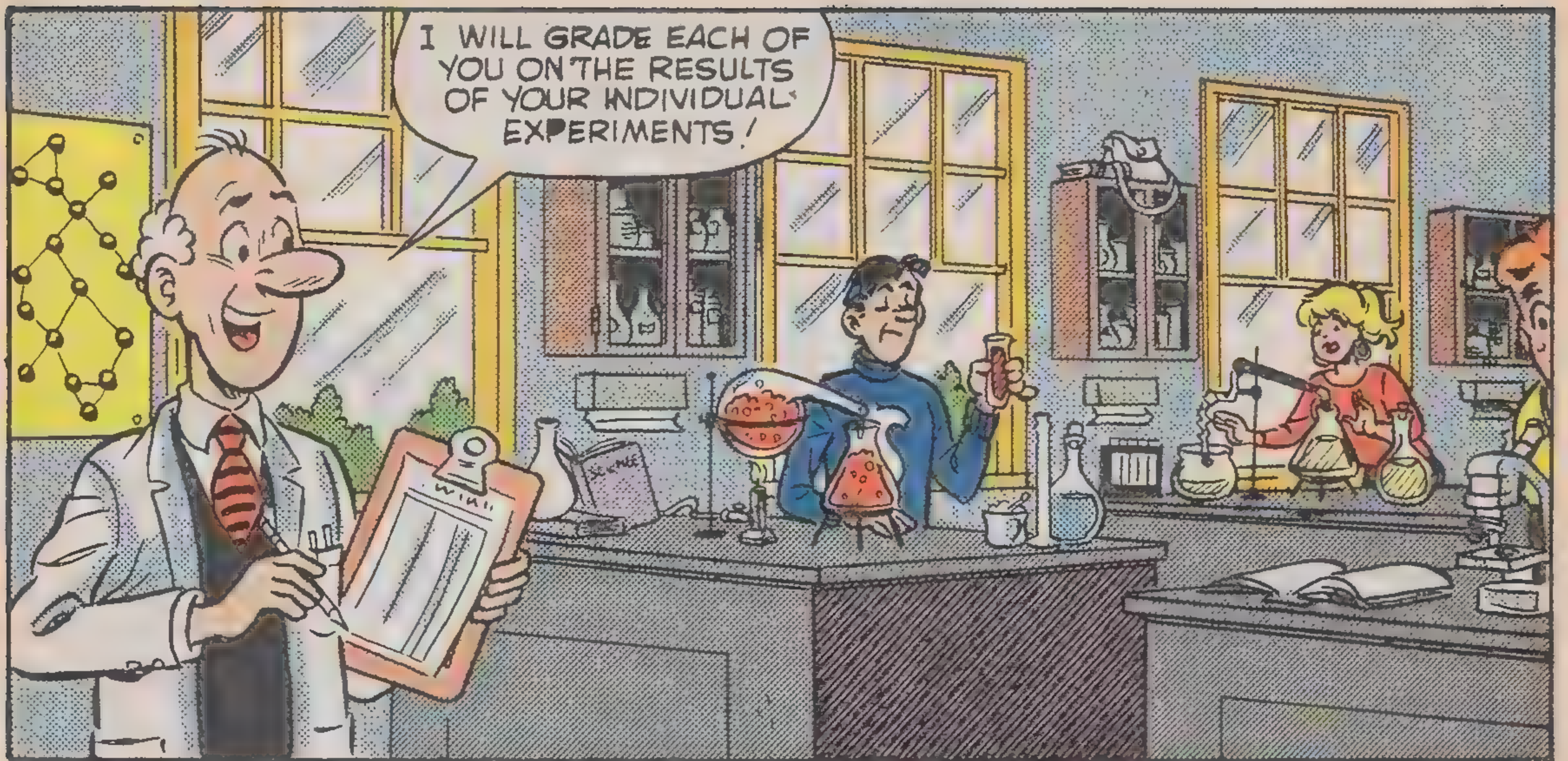
NAME _____ AGE _____ ☐ BOY ☐ GIRL
(PLEASE PRINT)

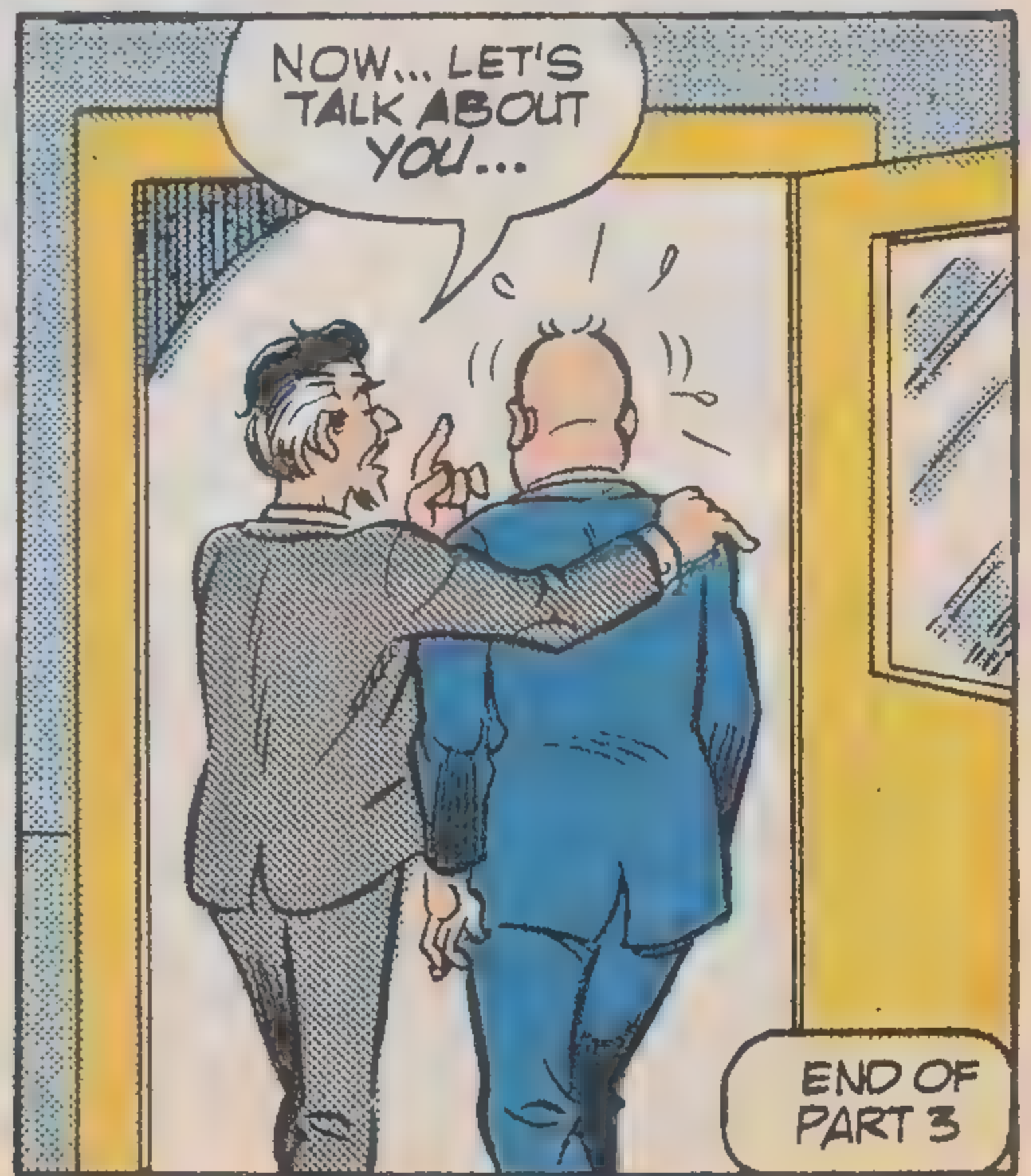
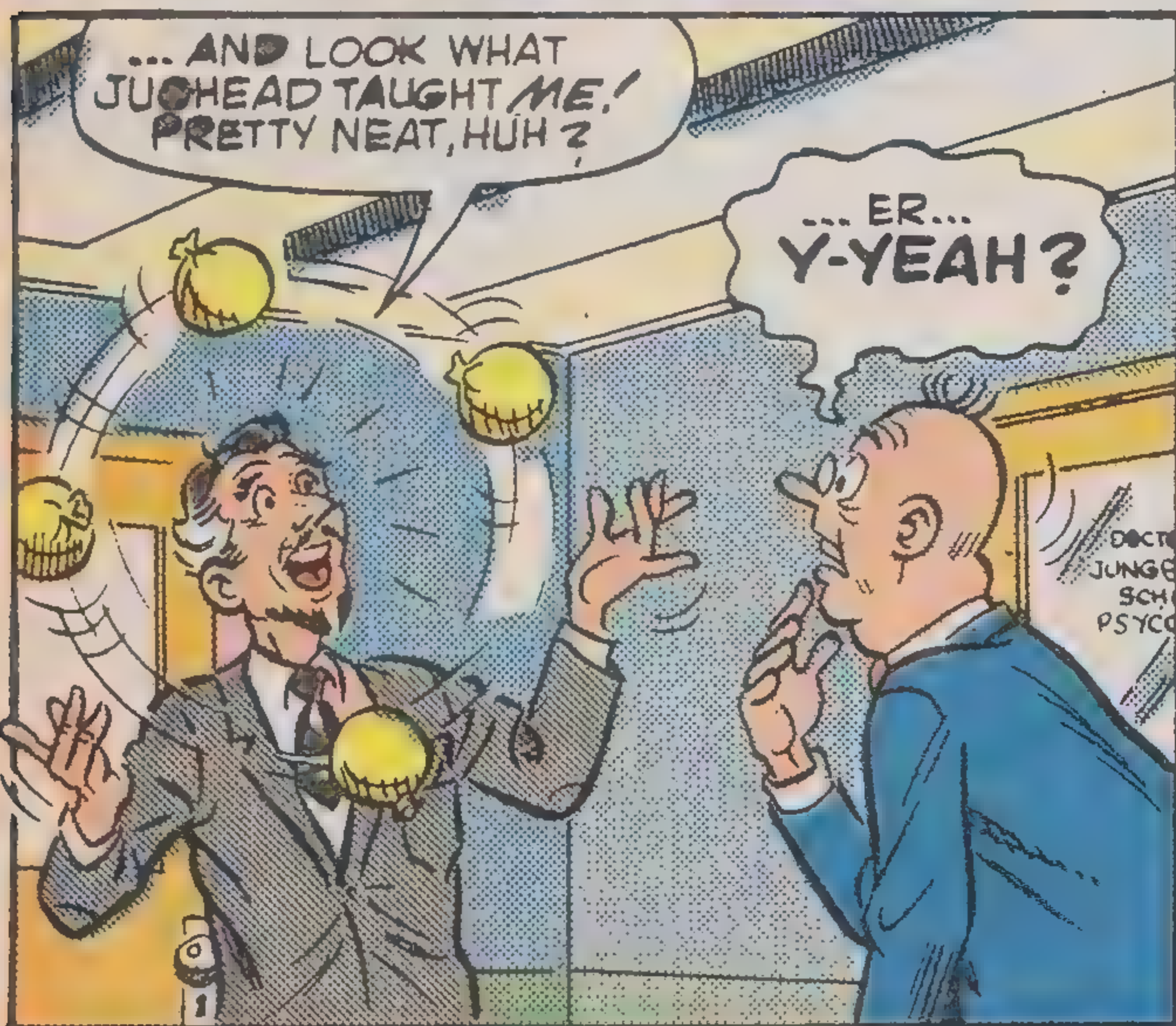
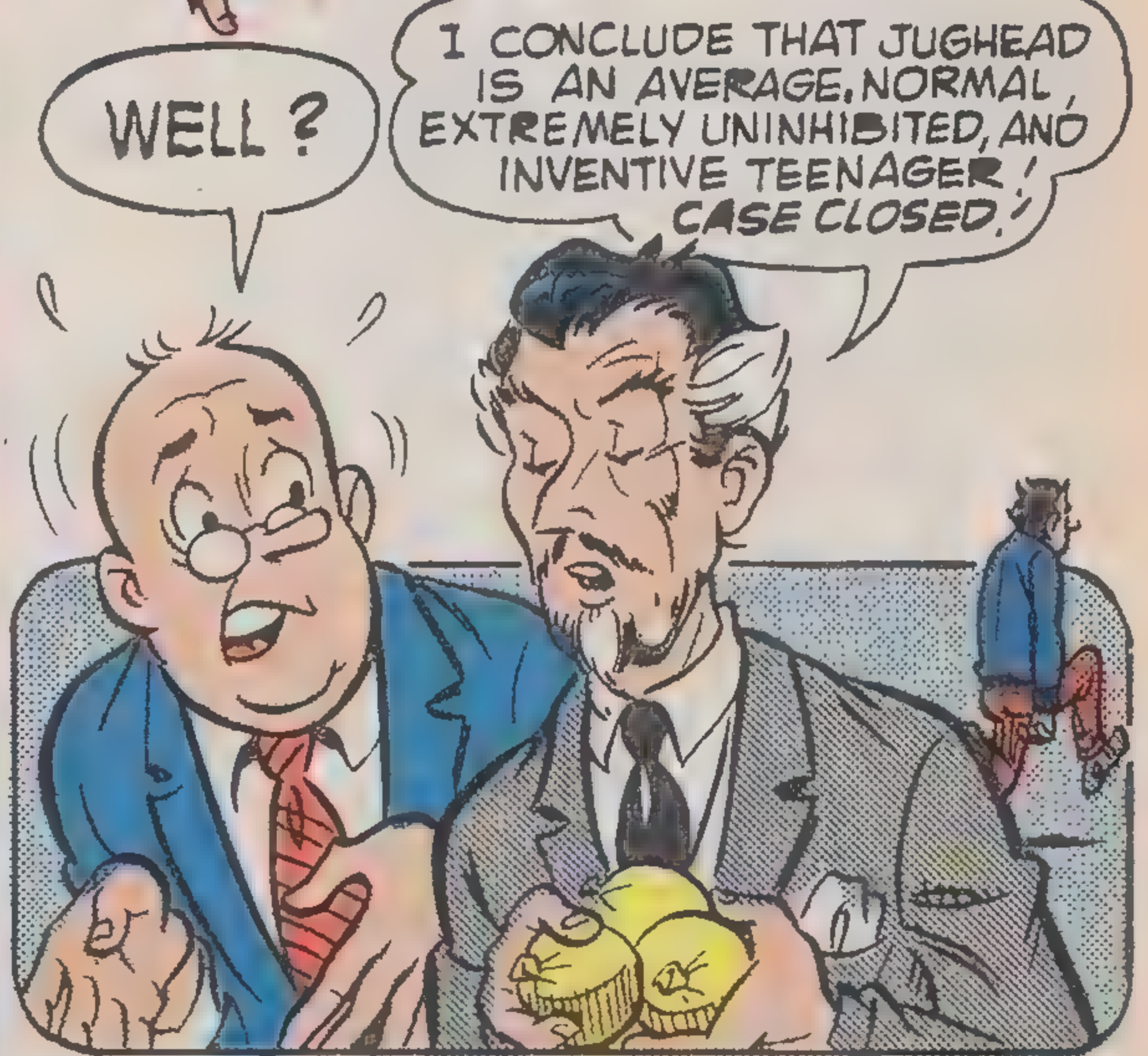
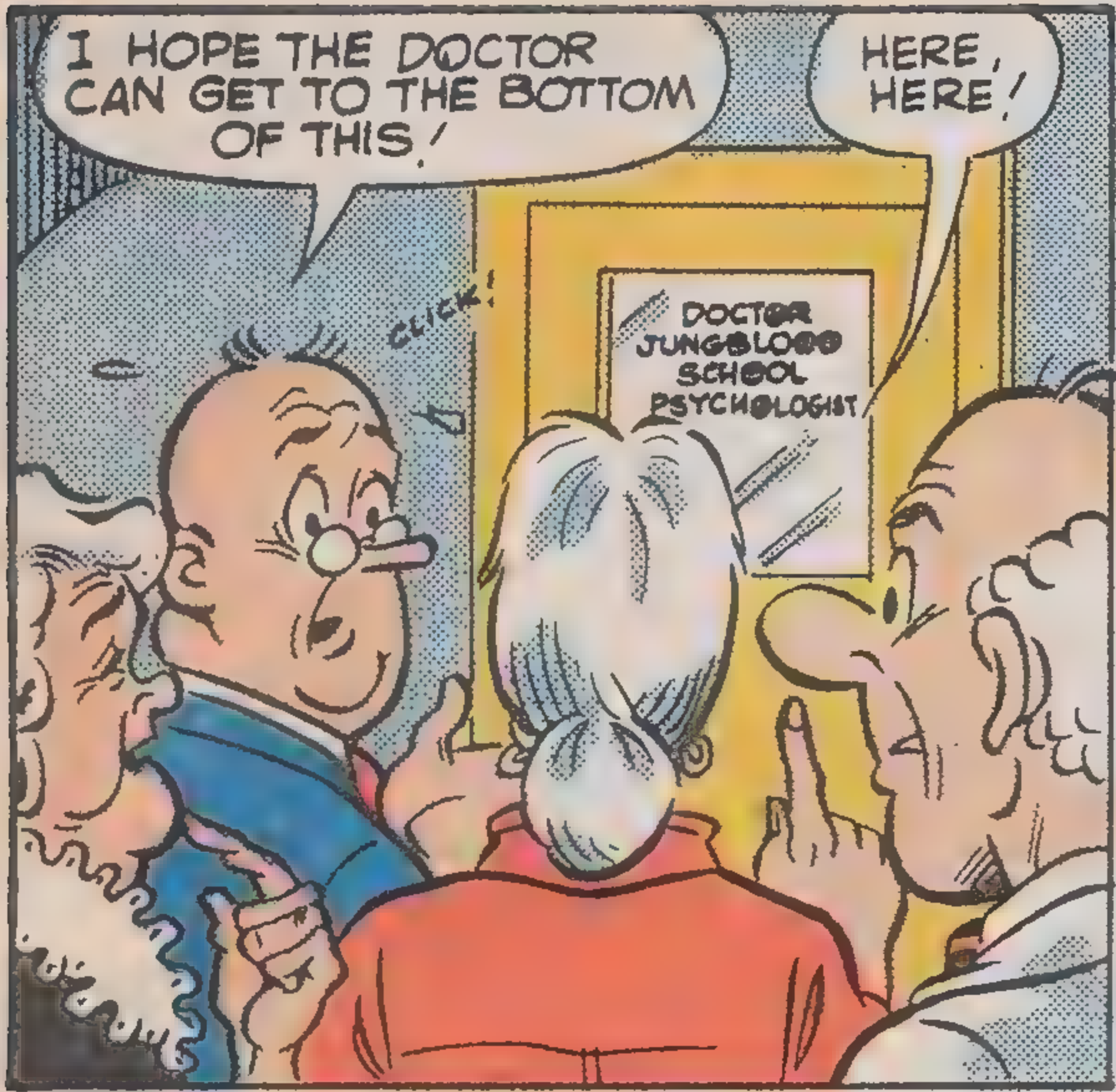
ADDRESS _____

TOTAL AMOUNT ENCLOSED: \$ _____

CITY _____ STATE & ZIP _____

PLEASE NOTE: ALL CANADIAN AND FOREIGN ORDERS MUST BE PAYABLE IN U.S. CURRENCY, OR BY INTERNATIONAL MONEY ORDER. PLEASE ALLOW 6 TO 10 WEEKS FOR DELIVERY





END OF PART 3

FANS! NOW YOU CAN JOIN THE BRAND NEW

Archie FAN CLUB

...AND BE ELIGIBLE TO WIN CASH PRIZES!!

CLUB MEMBERS RECEIVE A 25 SHEET NOTE PAD, MEMBERSHIP CARD, 4-COLOR BUTTON AND A TERRIFIC PEN THAT WRITES IN 3 COLORS! YOU'LL ALSO RECEIVE SPECIAL DISCOUNT COUPONS FOR OTHER GREAT ARCHIE PRODUCTS!

ALL FOR ONLY \$3.00!

ARCHIE FAN CLUB

c/o ARCHIE COMIC PUBLICATIONS
325 FAYETTE AVENUE
MAMARONECK, NEW YORK 10543

Total amount enclosed

\$

Send me

kit(s).

☐ PLEASE ENROLL ME IN THE ARCHIE FAN CLUB!
ENCLOSED IS \$3.00 FOR EACH MEMBERSHIP KIT ORDERED.
(FOREIGN ORDERS ADD \$2.00 EACH FOR POSTAGE AND HANDLING.)

☐ I am already an ARCHIE CLUB MEMBER! Enclosed is \$2.00 for the PEN and NOTE PAD only!

(OFFER EXPIRES SEPTEMBER 30, 1987)

Boy ☐
Girl ☐

NAME (please print)

AGE

ADDRESS

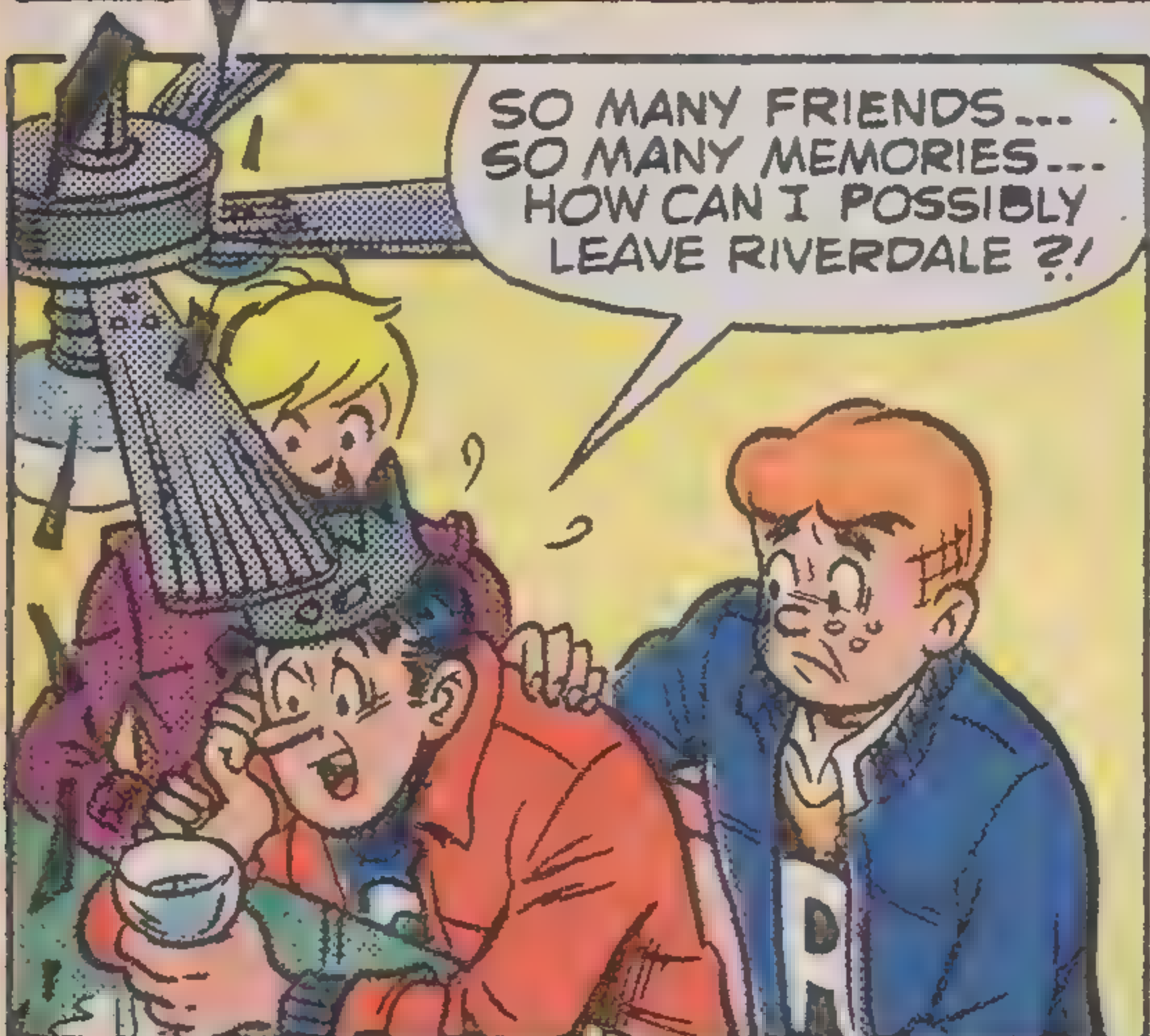
CITY

STATE & ZIP

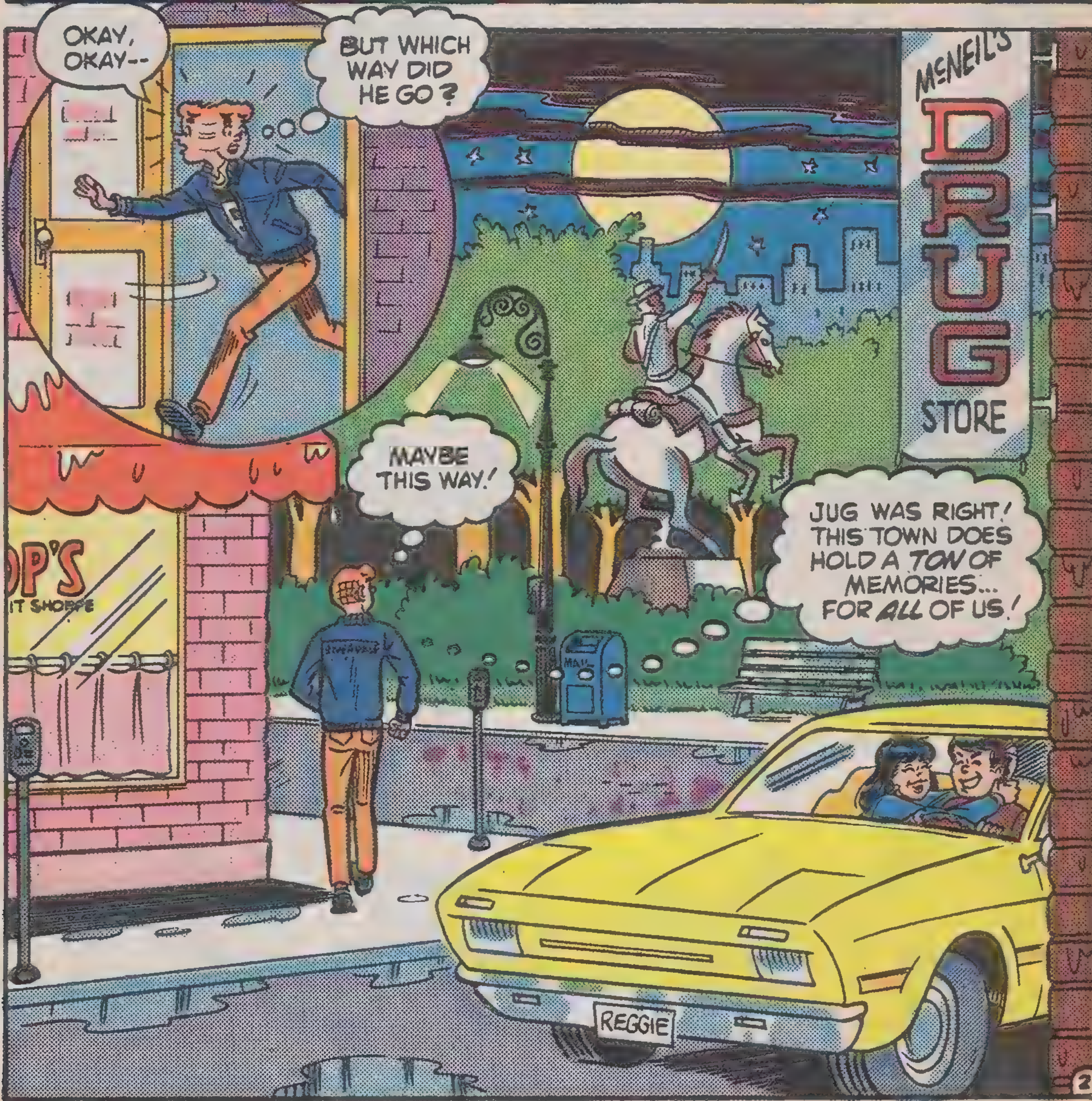
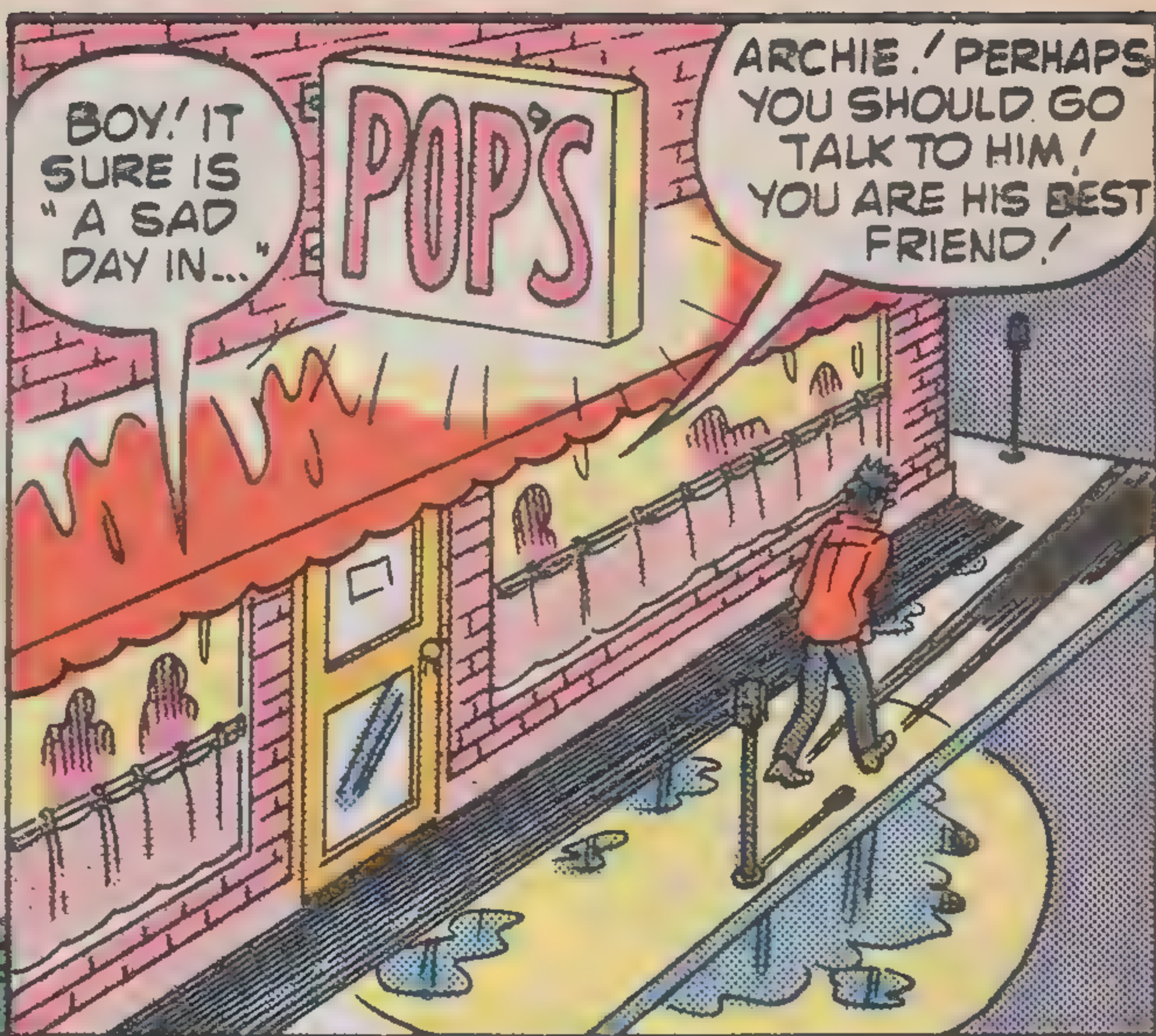
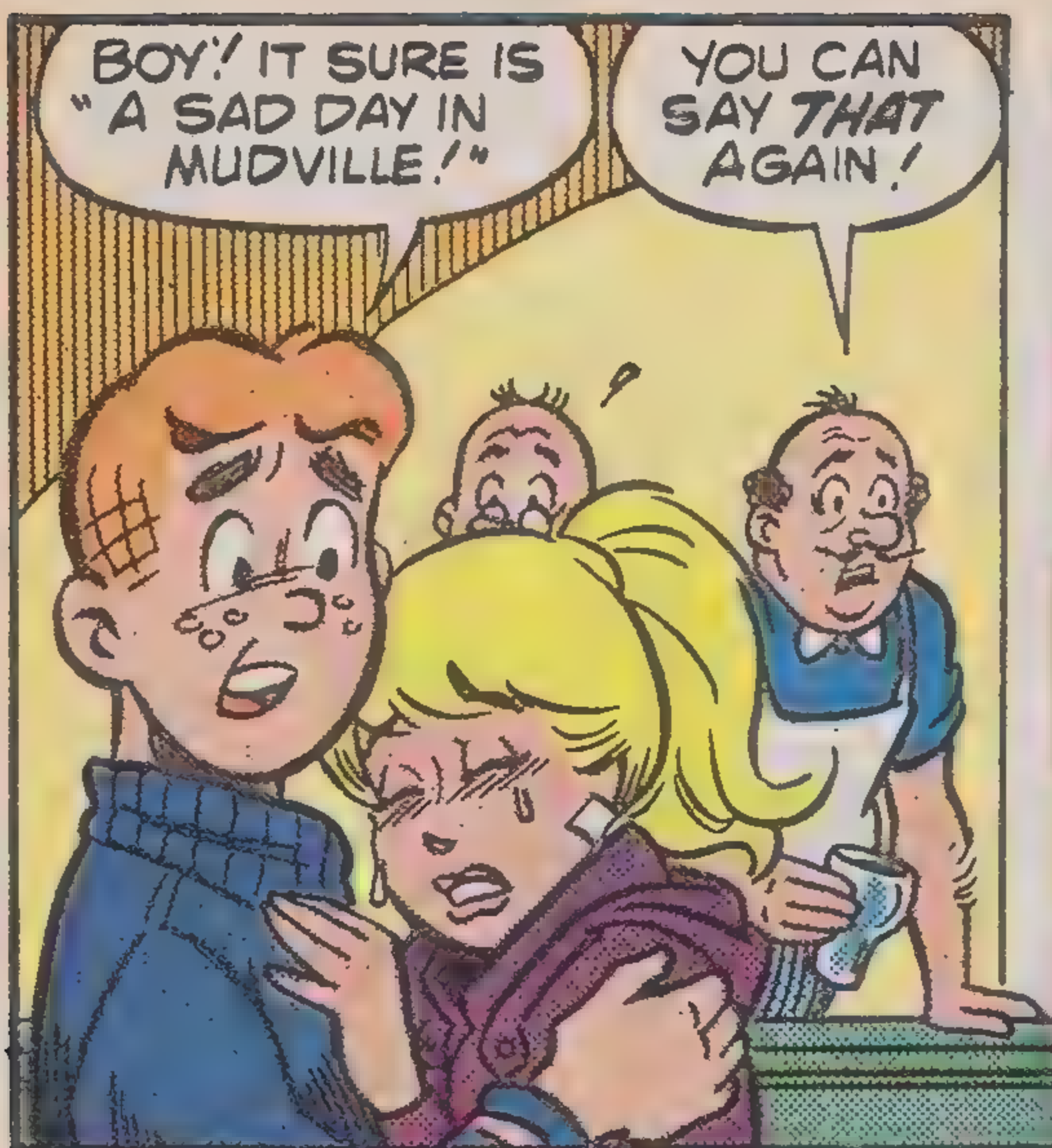
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If you are already an ARCHIE CLUB MEMBER, send in \$2.00 and receive the 3-COLOR PEN and NOTE PAD!

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ARCHIE FANS: SEND IN YOUR ARCHIE CLUB LETTERS AND WIN CASH PRIZES!
FOR MORE INFORMATION SEE THE ARCHIE CLUB PAGE IN THIS ISSUE!!!



MEANWHILE, IN THE SHADOW OF THE
GENERAL'S STATUE IN PICKENS' PARK...

I'M GONNA
MISS THIS
GREAT TOWN!

CLICK
CLICK

WHAT'S THAT?

OH, HI, ARCH! I'M
GLAD IT'S YOU!
IT'S A LITTLE
SPOOKY OUT HERE!

YEAH!
I KNOW
WHAT YOU
MEAN!

HEY! REMEMBER
HOW WE USED TO
CLIMB ALL OVER
THE GENERAL
WHEN WE
WERE
KIDS?

HOW
COULD I
FORGET?

I-I CAN'T BELIEVE THIS IS
HAPPENING! IT'S LIKE A
NIGHTMARE!

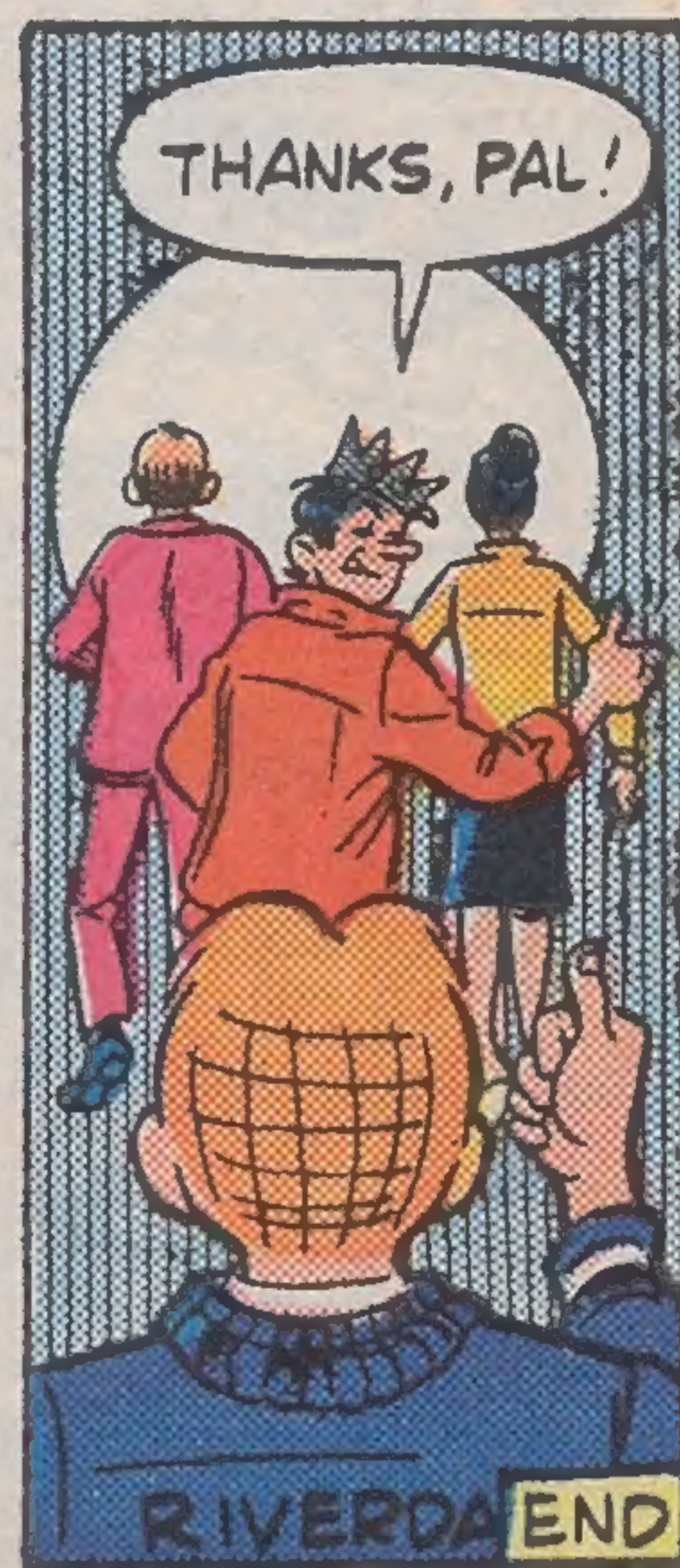
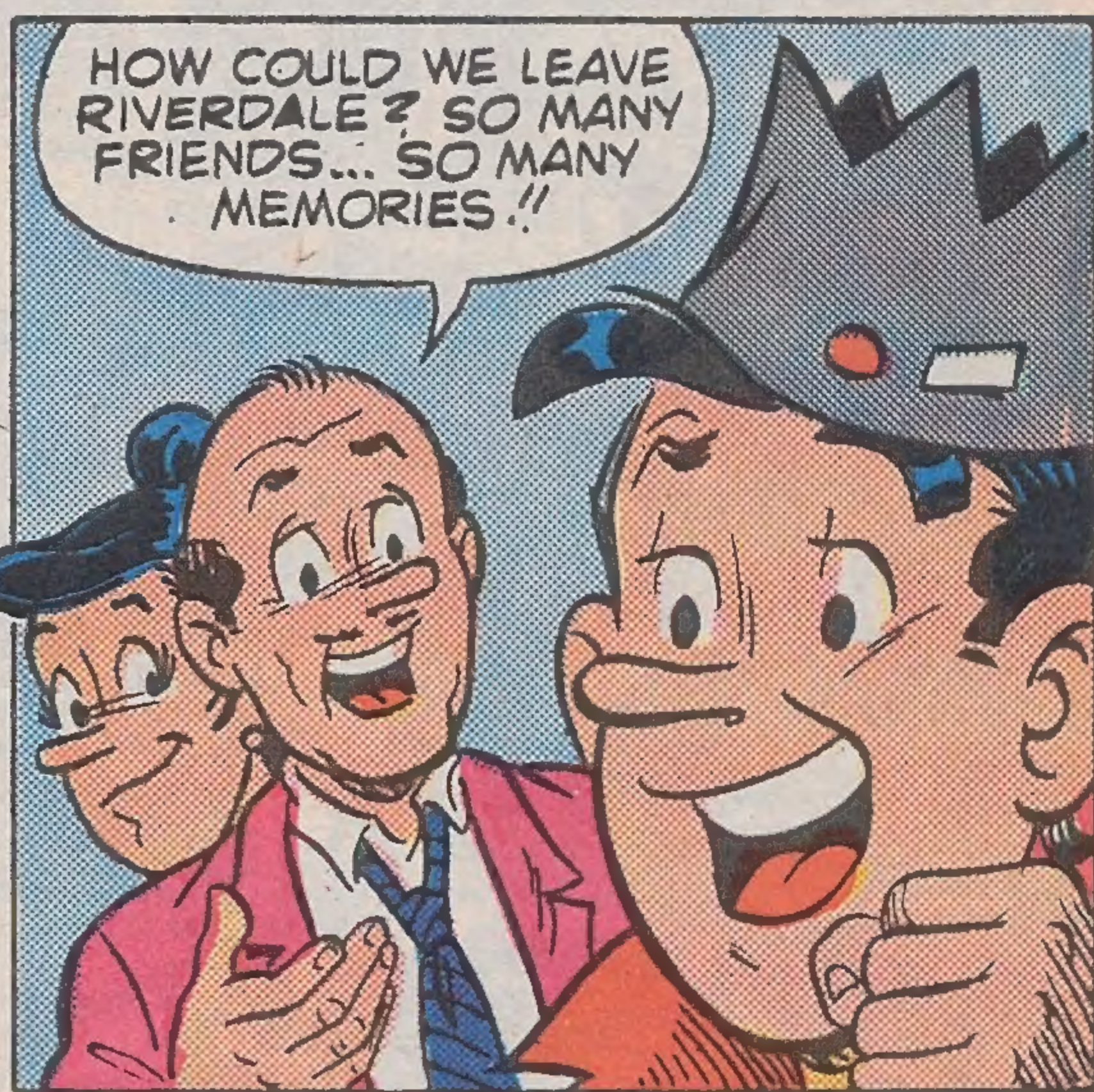
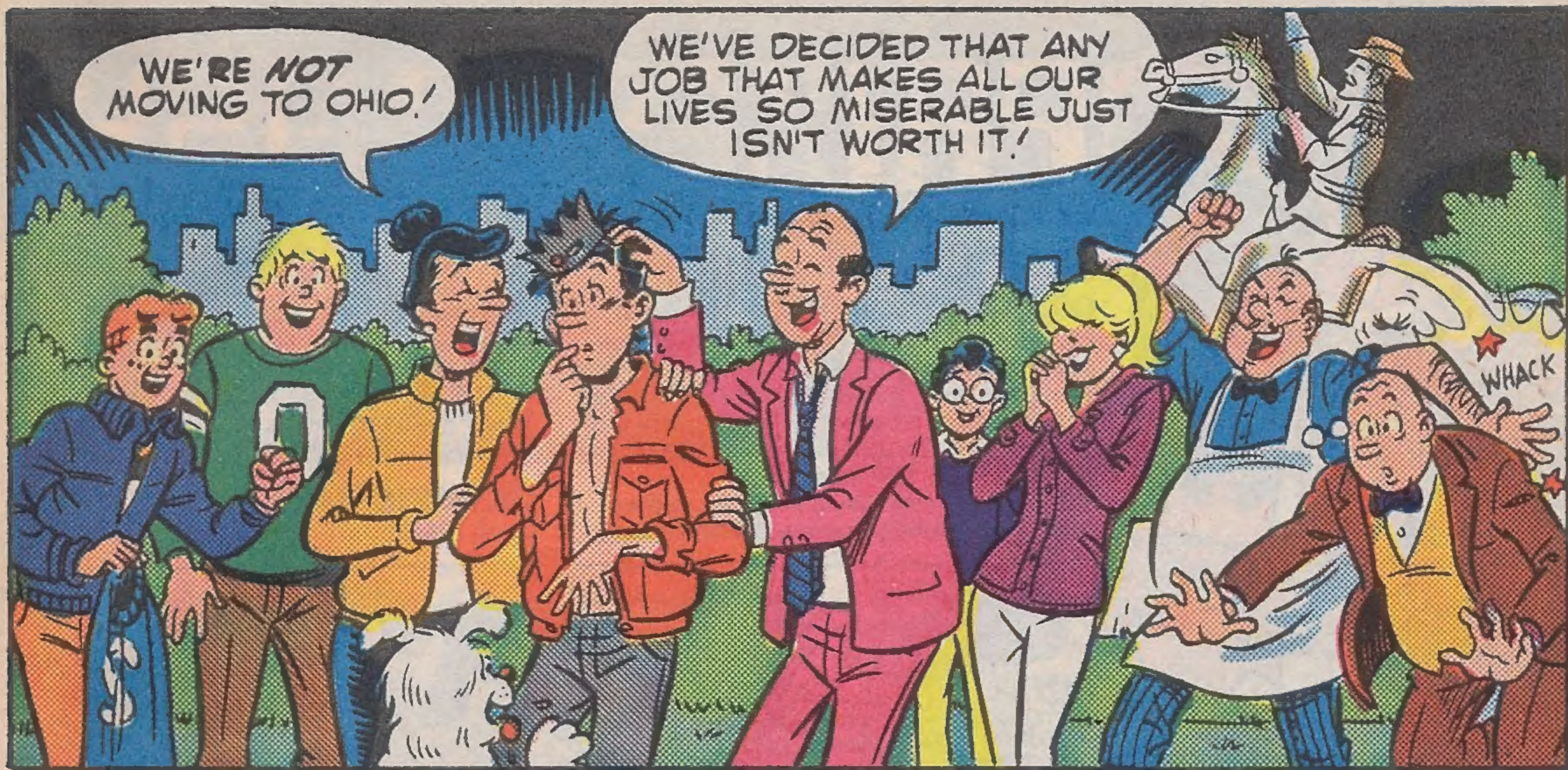
ARCH?

Y-YEAH,
JUG?

I WANT TO
GIVE YOU THIS
BEFORE I LEAVE
RIVERDALE!

BUT...







EARN FAMOUS NAME

EARN \$1.00 AN ITEM



PRIZES OR CASH

SELL CARDS & GIFTS FROM FREE SALES ALBUM!

GO, GO, GO... WITH CAPTAIN "O"!

PICK YOUR PRIZE from Olympic's FREE full-color Prize Catalog! OR KEEP CASH — \$1.00 for every item sold! It's easy to earn PRIZES or CASH by selling attractive Christmas Cards and Stationery, All Occasion Cards and Gifts from Olympic's FREE 1987 Sales Album!

Show your Sales Album to friends, relatives, neighbors. *Anyone's* a prospect! With Olympic,

you pay nothing... owe nothing... return nothing! You get full membership information and all sales material FREE!

SO DON'T WAIT! Call our Captain "O" operator TOLL FREE now, or mail us your name, address and zip code TODAY!

OLYMPIC SALES CLUB, INC.
Dept. 87AC6 Enfield, CT 06082

PICK FROM
100
SUPER PRIZES



MAGNAVOX
AM/FM DUAL CASSETTE
STEREO RADIO
Sell 58 Items



SPIN FISHING OUTFIT
Sell 19 Items



RADIO CONTROL
SPINNING SAM
Sell 13 Items



G.E. FM
HEADSET RADIO
Sell 21 Items
G.E. WALKIE-TALKIE SET
WITH MORSE CODE
Sell 17 Items



MAC GREGOR
BASEBALL GLOVE
Sell 13 Items



KODAK
'STYLELITE' POCKET
CAMERA OUTFIT
Sell 20 Items

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RADIO CONTROL
'TURBO PANTHER'
Sell 36 Items



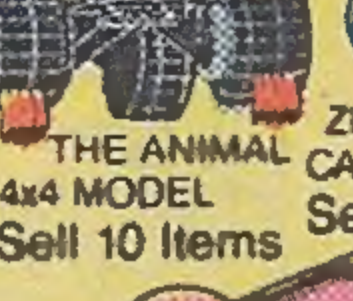
SNO-SURF TUBE
Sell 10 Items



AEROBIE
FLYING MACHINE
Sell 8 Items



ARMITRON CALCULATOR
ALARM WATCH
Sell 10 Items



THE ANIMAL
4x4 MODEL
Sell 10 Items

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G.E. 'SIDESTEP'
MINI AM/FM STEREO
CASSETTE PLAYER
Sell 38 Items



CBS
RECORDS OR TAPES
Sell 8 Items



MILTON
BRADLEY ROBOTIX
Sell 12 Items



SOUND
ACTIVATED
CHIGGLES
Sell 15 Items



BLACKSTONE
MAGIC SHOW SET
Sell 12 Items



ZIPPER
CARRY-ALL BAG
Sell 8 Items

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THE 'LUV' PHONE
Sell 28 Items



TYPE-RIGHT
TYPING TUTOR
Sell 32 Items



RADIO CONTROL
CORVETTE
Sell 11 Items



NERF GOLF
Sell 17 Items



TASCO
TELESCOPE
Sell 26 Items



WEBCOR
ZIP TELEPHONE
Sell 13 Items

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DIVER'S MASK &
SNORKEL SET
Sell 10 Items



TASCO
MICROSCOPE LAB
Sell 17 Items



REMOTE CONTROL
REMO-BOT
Sell 9 Items



THE WILD
WATCH
Sell 9 Items



STEMMLER
GLASS BOW
ARCHERY SET
Sell 15 Items



SPALDING
'FOOTLOOSE'
SOCCER BALL
Sell 11 Items

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TEAM CYCLE
CURB CRUISER
Sell 60 Items



ECHO BEAR
Sell 20 Items



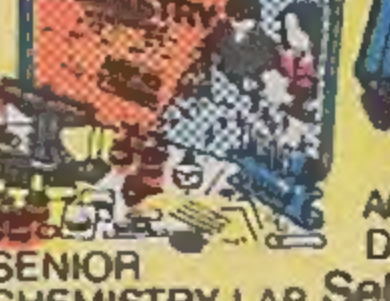
PANASONIC
MODULAR
AUDIO SYSTEM
Sell 90 Items



THE RAG BAG
Sell 17 Items



BONTEMPI ELECTRIC ORGAN
Sell 27 Items



ACADEMY
DAY PACK
Sell 8 Items

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KODAK
'STAR' POCKET
INSTAMATIC
CAMERA OUTFIT
Sell 12 Items



KODAK
'CHALLENGER' DISC
CAMERA OUTFIT
Sell 24 Items



BMX
'FREEWHEEL'
BICYCLE
Sell 80 Items



ESTES ELECTRIC
LAUNCH ROCKET KIT
Sell 18 Items



BONTEMPI ELECTRIC ORGAN
Sell 27 Items



ACADEMY
DAY PACK
Sell 8 Items

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SPORTFUN'S
'KILLER BEE'
SKATEBOARD
Sell 35 Items



SCHOLASTIC
BEST SELLERS
BOOK SET
Sell 8 Items



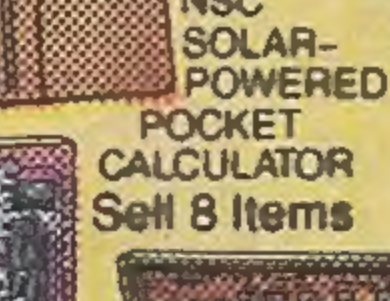
BMX
'FREEWHEEL'
BICYCLE
Sell 80 Items



ESTES ELECTRIC
LAUNCH ROCKET KIT
Sell 18 Items



BONTEMPI ELECTRIC ORGAN
Sell 27 Items



ACADEMY
DAY PACK
Sell 8 Items

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GET IN SHAPE
GIRL BAG SET
Sell 13 Items



SNOOPY
TELEPHONE
Sell 18 Items



TWO-MAN BOAT KIT
Sell 20 Items



G.E. AM/FM LED DIGITAL
CLOCK RADIO
Sell 18 Items



ACADEMY
NYLON BACKPACK TENT
Sell 19 Items



SPARTUS STUDY
CENTER
Sell 26 Items

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**PHONE
FREE**

Service available in 48 United States and Puerto Rico. Alaska and Hawaii please reply by mail.

CALL CAPTAIN "O" OPERATOR TOLL FREE

1-800-528-6644*

(In Arizona: 1-800-352-0458)

24 HOURS A DAY...

7 DAYS A WEEK, including Sunday

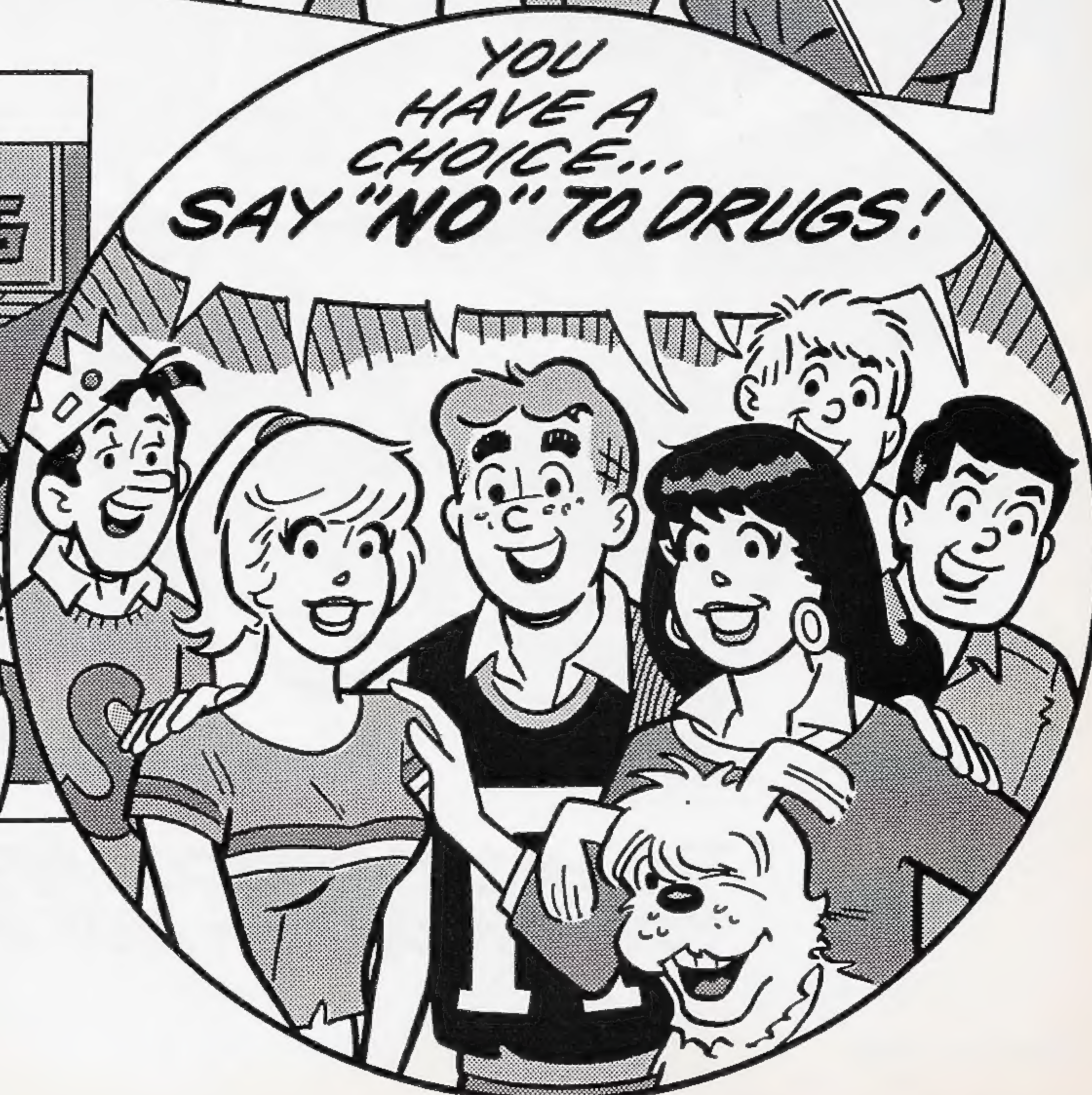


**Ask for
Marge**

She or another CAPTAIN "O" operator is waiting to rush your name, address and ZIP CODE to us.

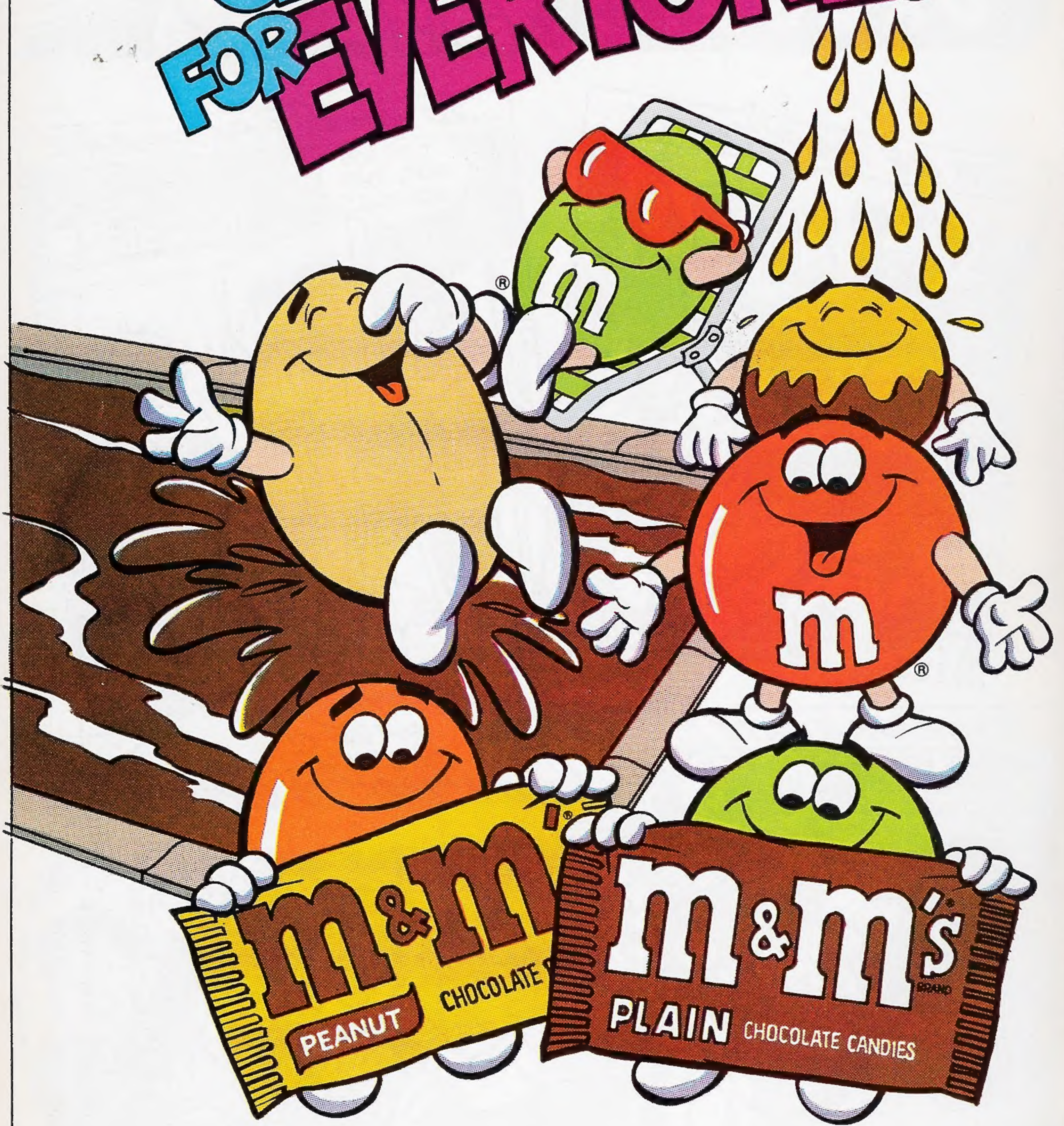
PLEASE... operators can take name and address only... CANNOT answer questions.

**YOU DON'T
NEED
DRUGS...**



A PUBLIC SERVICE MESSAGE
FROM **Archie**.COMICS

**CHOCOLATE FUN
FOR EVERYONE!**



**"THE MILK CHOCOLATE MELTS IN
YOUR MOUTH - NOT IN YOUR HAND"®**